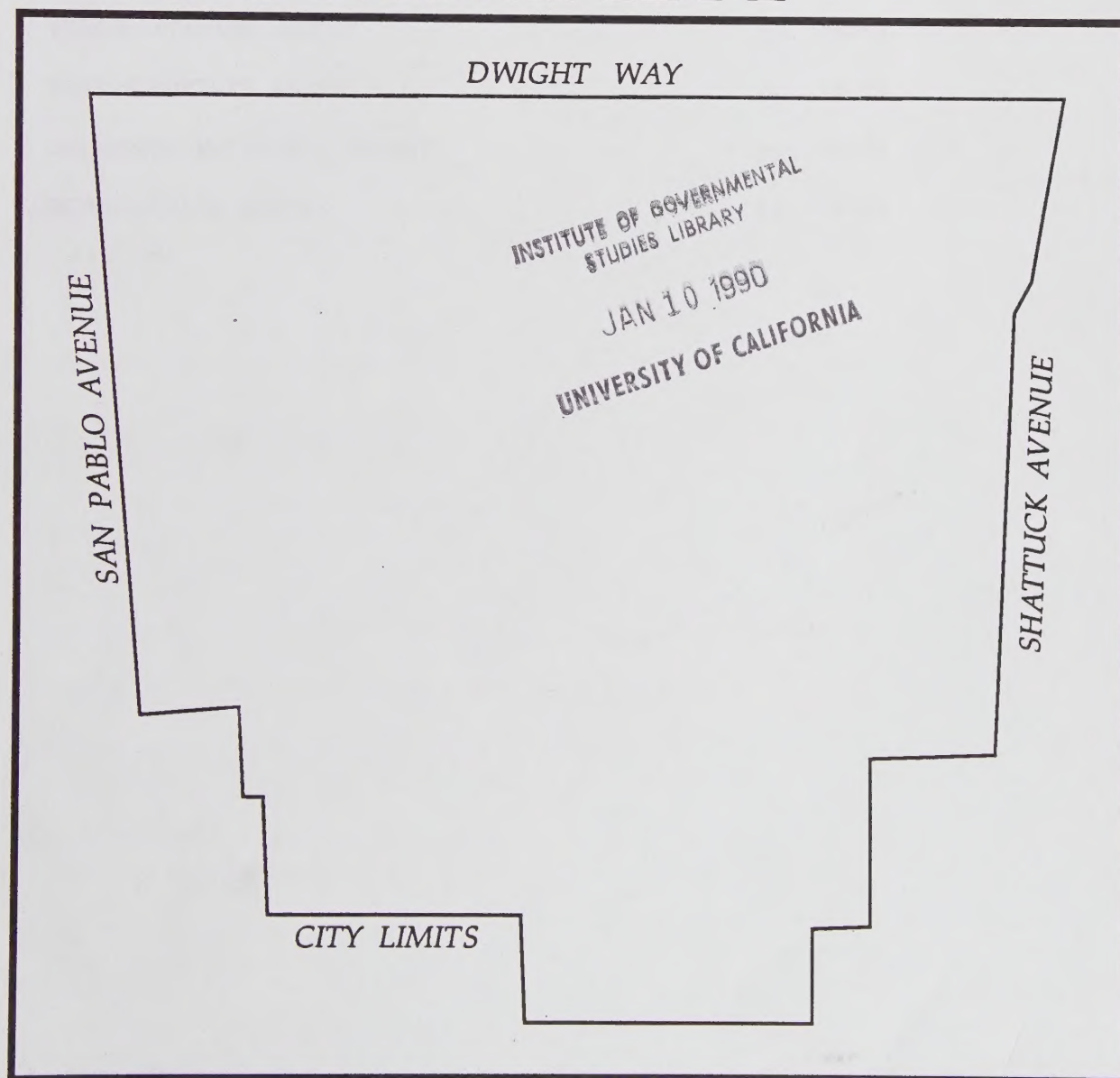



SOUTH BERKELEY AREA PLAN SUMMARY



DRAFT - January, 1988

TABLE OF CONTENTS

INTRODUCTION	p. 1
ECONOMIC DEVELOPMENT ELEMENT	pp. 1-17
HOUSING ELEMENT	pp. 17-30
LAND USE ELEMENT	pp. 30-36
OPEN SPACE ELEMENT	pp. 36-40
HISTORIC PRESERVATION ELEMENT	pp. 40-43
COMMUNITY RESOURCES ELEMENT	pp. 44-48
TRANSPORTATION REPORT	pp. 48-55
INFRASTRUCTURE REPORT	pp. 55-56
HAZARDOUS MATERIALS REPORT	pp. 56-62
DEMOGRAPHICS REPORT	pp. 62-64



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SUMMARY OF THE DRAFT SOUTH BERKELEY AREA PLAN
JANUARY, 1988

INTRODUCTION

This document is a summary of the full Draft South Berkeley Area Plan which is contained in a 388 page document that is being issued simultaneously. This summary presents the significant findings of each element and report as well as the Plan's goals, policies, and implementation strategies. The Draft Plan contains background information and detailed findings that provide the basis for the goals and policies. The draft Plan will be reviewed by the Planning Commission and will ultimately be adopted by the City Council as an amendment to the City's Master Plan.

The six elements of the Plan are: Economic Development Element, Housing Element, Land Use Element, Open Space Element, Historic Preservation Element, and Community Resources Element. Additionally, four reports are included: Transportation Report, Infrastructure Report, Hazardous Materials Report, and Demographics Report.

The major conclusions of each element and report is presented accompanied by the applicable goals, policies, and implementation strategies. The summary follows the order and numbering of elements and reports observed in the complete Draft South Berkeley Area Plan. Cross references to the relevant page numbers in the complete Area Plan are noted next to each section.

Copies of this summary and the complete Area Plan are available from the Planning Department, 2nd Floor, 2180 Milvia Street, Berkeley.

ECONOMIC DEVELOPMENT ELEMENT

The Economic Development Element is divided into two major sections: employment concerns and commercial area concerns. The element stresses two themes: the importance of expanding employment opportunities for South Berkeley residents, and the need for commercial revitalization, particularly along South Berkeley's major commercial corridors.

III. SOUTH BERKELEY'S LABOR FORCE (See pp. 25-29 of the Plan)

- * South Berkeley's unemployment rate in 1980 was 14.0%, more than twice as high as the City's rate
- * The 1980 unemployment rate for South Berkeley's Black population was significantly higher than that for White South Berkeley residents
- * Berkeley Black unemployment, according to 1985-86 Berkeley Employment Development Department (EDD) data was concentrated in the clerical field, while White unemployment was concentrated in the professional/technical/management field

- * There was an increase in the percentage of Employment Development Department (EDD) applicants (includes residents from all areas of Berkeley) in the clerical field and a drop in the percentage of those in the professional/technical/managerial fields, a shift that correlates to an increase in applicants who were Black or from other ethnic groups and a drop in White applicants
- * From 1970 to 1980 there was an increase in the number of residents in sales and the professional/technical/management field
- * South Berkeley residents in 1980 were concentrated in the professional/technical/management field and clerical field, with White persons dominating in the former category and Black persons dominating in the latter group
- * There was an 18% drop in South Berkeley's labor force from 1970 to 1980, accompanied by a reduction in seven out of ten occupational categories. This drop was reflective of a 15% population loss from 1970 to 1980 in South Berkeley
- * South Berkeley's Black labor force fell by 32% from 1970 to 1980, with the largest occupational losses occurring among craftworkers and service workers
- * From 1970 to 1980, there was a drop in the percentage of employed Berkeley residents who also worked in Berkeley
- * The majority of South Berkeley's residents work outside of Berkeley, while less than 10% of South Berkeley residents work in South Berkeley

IV. BERKELEY JOB TRAINING AND EMPLOYMENT PROGRAMS (see pp. 29-38)

- * In 1987, there are ten job training and placement programs in Berkeley, all of which provide placement and four of which provide training, the latter of which is primarily in the clerical field
- * Differences in performance standards, as determined by funding sources, influence who is placed in the job training and placement programs
- * The City sponsors a youth job training and placement service, as well as a First Source hiring program
- * The majority of Berkeley residents served by the training and placement programs in 1985-86 were male. More than one half were Black, and only 17% were White. The majority of youths served by the City program were Black and from South Berkeley, while most clients placed in permanent jobs through the First Source program were Black women, while those placed in construction jobs were Black men
- * Forty eight percent of Job Training Partnership Act (JTPA) participants had completed high school

- * JTPA funded training programs in Fiscal Year 1985-86 resulted in the job placement of only 20% of the participants, compared with 50% of participants in JTPA funded job search programs. This fact may be due to the training programs' recruitment of clients who possess fewer marketable skills than do job search program clients
- * While more men than women were unemployed in South Berkeley in 1980, the gap was quite small. A disproportionate percentage of Black South Berkeley residents, as compared with White residents, were unemployed in 1980
- * The majority of EDD applicants in 1985-86 were Black, over 21 years, male, and educated beyond the twelfth grade, while the majority of income eligible applicants were White (54%) and predominantly male (78%)
- * 1985-86 EDD applicants sought clerical work, professional/technical/management work, or service work. Income eligible applicants sought jobs primarily in the second category
- * Berkeley participants in job training and placement programs generally matched the profile of the majority of South Berkeley's unemployed
- * 1983-86 job growth forecasts project a higher rate for South Berkeley than for the City as a whole, although in terms of absolute numbers of jobs, South Berkeley's figures are quite low relative to the City's figures
- * 1983-86 forecasts regarding Berkeley's job growth projected the largest increase among service workers, followed by sales workers, and those in the professional/technical/managerial fields
- * The majority of South Berkeley jobs are in service occupations, sales, the clerical field, and auto related occupations
- * Berkeley's job training and placement programs face a number of obstacles that limit their effectiveness
- * Further evaluation is needed of the quality of the job training, as well as of the job advancement possibilities offered clients

V. COMMERCIAL AREAS (see pp. 39-43)

- * South Berkeley businesses have enjoyed a relatively stable and longstanding history
- * Small businesses (less than five employees) predominate in South Berkeley
- * There is a greater proportion of White males who are business owners than either women or Black people and other ethnic groups
- * Merchants of South Berkeley have consistently identified crime, image, and parking as the main hindrances to local business development

- * Rental rates for new office and retail space in South Berkeley are lower than for nearby comparable developments, although recent increases have brought rents closer to market rates
- * The number of retail sector businesses has declined over the past three years, while the number of service sector businesses has increased, both in South Berkeley and Berkeley as a whole

VI. MARKET AREA (see pp. 44-49)

- * Two major South Berkeley commercial centers, Sacramento Street and the Adeline/Alcatraz intersection, generate limited revenue relative to other commercial centers in Berkeley
- * South Berkeley consumers do most of their shopping outside of South Berkeley
- * South Berkeley's commercial sector would benefit from the addition of a range of businesses offering shoppers' goods (those goods which people buy less frequently and for which they shop around), as well as regionally serving goods

VII. CURRENT ECONOMIC DEVELOPMENT PROGRAMS (see pp. 50-53)

- * The South Berkeley Neighborhood Development Corporation (SBND), begun in 1986 with the collaboration of the Office of Economic Development, is expanding its organizational base and beginning to take a forceful role in both influencing City policy decisions, and initiating its own programs
- * The Revolving Loan Fund has been recently reactivated and publicized, and is now considering loan applications
- * The Office of Economic Development (OED) handles an average of nine requests per month for technical assistance to South Berkeley businesses
- * O.E.D. staff has started a marketing campaign to attract businesses to South Berkeley
- * O.E.D. staff has recently studied the feasibility of Ashby BART development, and found it currently infeasible
- * The Black Repertory Theater and two City operations have located in the Adeline-Alcatraz area as part of the revitalization of the South Berkeley community
- * The Sacramento 3000 Block Redesign project is scheduled for completion in October, 1988
- * There is a set of design guidelines to guide future commercial development along Sacramento Street

VIII. EMPLOYMENT CONCERNS: GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES (see pp. 54-61)

GOAL: Promote South Berkeley resident local investment and ownership in property and business

The key to preserving a vital and economically strong Black community in South Berkeley is ensuring resident control over the community's resources: continued resident ownership of property, circulation of capital within South Berkeley, access to affordable private and nonprofit ownership opportunities. A stable Black community will improve the current employment situation by: ensuring a strong job base in South Berkeley; linking employment opportunities to ownership opportunities; strengthening the network of community and economic institutions that provide a support system to resident wage earners and the unemployed; and ensuring that current South Berkeley wage earners and the unemployed can continue to afford to live in the community.

POLICIES: 1. Retain capital in South Berkeley by promoting resident and business savings and local investment

2. Promote resident ownership of South Berkeley's businesses
3. Encourage and facilitate resident purchase of South Berkeley's businesses
4. Encourage entrepreneurial efforts in South Berkeley
5. Expand access to business assistance and resources for property acquisition
6. Retain existing South Berkeley businesses
7. Support the SBNDP as a vehicle for expanding local business ownership

IMPLEMENTATION STRATEGIES:

1. Target Redevelopment and other funding, as well as information and referral services through OED in promoting commercial cooperatives
2. Assist in creating entrepreneurial training programs, including the use of mentors, using an existing OED program as a model
3. Create an incubator for South Berkeley entrepreneurs that would provide a centralized subsidized location, technical assistance, and a range of services to tenants. This project should be a public/private partnership involving OED, and could be partially funded with the use of Redevelopment funds
4. Promote existing City rehabilitation programs for commercial and mixed use projects, employing Redevelopment funds as one funding source

5. Continue support for the existing local business ownership program which provides technical assistance, low interest loans, and entrepreneurial training through OED and other business assistance programs
6. Facilitate the creation of a South Berkeley credit union
7. Encourage banks and other lending institutions to locate branch offices in South Berkeley

GOAL: Encourage South Berkeley community participation in the social and political processes that will determine its future

South Berkeley residents, business owners, and community organizations can act in the interests of the community to formulate economic development policy and press for its adoption. A major policy area is South Berkeley employment. The South Berkeley community should assume an active role in defining employment policy, given that unemployment affects a significant number of South Berkeley residents.

- POLICIES:
1. Promote South Berkeley community institutions, including: nonprofit organizations, churches, social service agencies
 2. Facilitate community input into political decision making
 3. Support the SBNDNC as an advocate for South Berkeley residents and business interests
 4. Promote opportunities for the working population in South Berkeley to occupy a decision making role in their workplaces and for the unemployed to participate in decision making in the community at large

IMPLEMENTATION STRATEGIES:

1. Increase merchant participation in local business organizations and Citywide organizations, e.g., the Chamber of Commerce
2. Facilitate links between the business community, residents, and existing South Berkeley community and cultural institutions, employing OED in a coordinating role
3. Support mechanisms which provide opportunities for the working population and the unemployed to have input into the economic decision making process, including: public forums, legal representation, access to City staff

GOAL: Promote full employment for South Berkeley residents

This report has pointed to the high unemployment rate in South Berkeley, particularly among Black residents. This factor, when coupled with low educational levels for South Berkeley residents relative to the City as a whole, points to the necessity for a comprehensive employment program that can identify South Berkeley residents in need of employment assistance and provide a range of training, placement, and social services.

- POLICIES:
1. Retain and create high quality jobs for South Berkeley residents. Such jobs offer wages above the minimum wage, health benefits, and advancement opportunities
 2. Link social services and unemployment assistance with job training and placement programs
 3. Support job related services in the workplace
 4. Promote affirmative action in Berkeley's public and private business sectors
 5. Maintain a current and comprehensive data base on South Berkeley's unemployed and changes in Berkeley's job market
 6. Integrate educational and job training programs
 7. Develop a comprehensive job training and placement program in Berkeley based on a partnership between the City, educational institutions, businesses, and nonprofit organizations
 8. Improve basic skills of high school students and reduce the dropout rate
 9. Retain and attract Berkeley businesses that offer high quality employment opportunities which match South Berkeley residents' occupational and skills profile
 10. Match individuals' current skill levels with available jobs
 11. Provide training directly linked to job advancement

IMPLEMENTATION STRATEGIES:

1. Develop pre-employment and job readiness programs that provide a range of employment and social services in the following areas: social skills, psychological counseling, stress reduction, conflict resolution, dealing with authority, employee rights and responsibilities, time and attendance procedures, job search, resume writing, the interview process, job advancement. Redevelopment money could fund technical assistance in these areas
2. Link job readiness programs with the high school curriculum

3. Link Berkeley High School to apprenticeship programs
4. Tie job readiness and pre-employment programs to South Berkeley businesses, with assistance from OED
5. Condition grants to job training and placement agencies on their use of specific City defined pre-employment and job readiness programs defined by OED
6. Develop a subsidized sheltered job program that would place South Berkeley residents in apprenticeship positions. Redevelopment funds could be used to leverage foundation grants for technical assistance in support of this program
7. Conduct a comprehensive evaluation of existing job training and placement organizations by January, 1988 under OED's auspices
8. Ensure, under OED oversight, that the following elements are included in a model job training and placement program:
 - a. outreach to the unemployed and Berkeley businesses seeking employees: comprehensive marketing plan, information hotline, centralized job referral
 - b. intake and assessment component: incentives for JTPA funded agencies to assist clients in obtaining documentation, incentives to individuals who lack documentation to encourage them to obtain necessary identification, expanded intake programs that reach persons who are not registered as unemployed but are unable to find work, increase job placement capabilities of agencies through the allocation of CDBG and CSBG funds, where appropriate, to those agencies that have in the past only received JTPA funds, allocation of JTPA credit to those agencies that place individuals through the City's First Source program, centralized intake function
 - c. job placement component: identification of existing job market and industry changes that might affect individual placements, consistent reporting system for job placements by all agencies, match between training requirements and equipment and prevailing job specifications
9. Link EDD and Berkeley High School with the City community based agency structure
10. Develop a list of economic indicators and a survey method for accurately assessing the nature and extent of South Berkeley unemployment

11. Conduct a survey of South Berkeley's households to measure unemployment, with a particular emphasis on those individuals who are not registered with the EDD as unemployed. This survey should be conducted every three years by OED in cooperation with the Advanced Planning Division of the Planning and Community Development Department
12. Allocate funds and technical assistance to the SBNDC for business ventures. Redevelopment funds and foundation grants could provide financing for these efforts
13. Promote First Source employment agreements with City projects and other publicly assisted projects under OED auspices
14. Promote voluntary First Source employment agreements with existing Berkeley employers when jobs match the skills of the unemployed
15. Link First Source program to work experience employment
16. Promote linkages between the SBNDC and the First Source program, including: a mentorship program and First Source publicity. OED should act as a facilitator
17. Promote local hiring by South Berkeley businesses
18. Promote affirmative action hiring of South Berkeley residents in Berkeley businesses that offer high quality jobs
19. Target for retention and expansion blue collar occupations and industries that offer high quality jobs in Berkeley
20. Develop a job support structure that incorporates childcare, psychological counseling, and other related services. Redevelopment funds could be used to provide technical assistance through a nonprofit in establishing this program
21. Promote South Berkeley resident hiring in City jobs
22. Develop coordinated funding, recordkeeping, and planning for the allocation of CDBG, CSBG, and JTPA funds
23. Continue City support for business retention and attraction efforts in Berkeley through continued OED funding and the allocation of staff to OED
24. Target unions for job opportunities for South Berkeley residents

GOAL: Ensure the retention of the Black and low income community in South Berkeley as the beneficiaries of economic revitalization, and reinforce existing ethnic and cultural traditions

Data from the Census indicates that there was a dramatic loss of Black population from 1970 to 1980. This trend will continue unless the City takes steps to reverse it. The limited availability of entry level high quality jobs in the City is a major contributing factor to the loss of longterm South Berkeley residents. South Berkeley wage earners and the unemployed find it increasingly more difficult to remain in the community and also support themselves.

If more low income and Black South Berkeley wage earners, the unemployed, and their families are forced out of the community, there will be an accompanying destabilization of existing social, political, and cultural institutions in South Berkeley. This network of institutions creates a strong and vital sense of community among South Berkeley's residents, including its wage earners and unemployed, and provides support structures without which the Black community cannot thrive. Reinforcement of these institutions and traditions contributes to the continued presence in South Berkeley of low income and Black wage earners and unemployed who seek to live in a community that reflects their values and lifestyle.

POLICIES: 1. Promote City and non profit participation in business and housing enterprises

2. Preserve business affordability for low income South Berkeley residents and wage earners

3. Strengthen South Berkeley community institutions

4. Acknowledge and affirm significant South Berkeley cultural institutions

IMPLEMENTATION STRATEGIES:

1. Promote the SBNDP as a participant in public/private cooperative business ventures
2. Target Redevelopment and other funding and technical assistance for nonprofit business enterprises in South Berkeley. These efforts should be coordinated through OED
3. Encourage business support of South Berkeley's cultural institutions
4. Provide City support for South Berkeley's community and cultural institutions
5. Promote linkages between South Berkeley's community organizations

6. Develop and implement buyout strategies under OED direction as a means to promote non profit ownership of South Berkeley's businesses. Redevelopment funding could be targeted for this program

GOAL: Link South Berkeley to the Citywide economy, including the University of California at Berkeley as a major job provider

South Berkeley's integration into the Citywide economy will result in the more even distribution within Berkeley of public and private resources, while increasing South Berkeley's access to capital, City services, and job opportunities.

- POLICIES:
1. Promote public/private partnerships between the City, nonprofit organizations, and businesses
 2. Integrate existing City services
 3. Match job recruitment and training programs with employment opportunities in Berkeley and Alameda County
 4. Promote investment in South Berkeley on the part of private investors, banks, and the City
 5. Promote investment opportunities for South Berkeley residents and businesses
 6. Promote public, social service, University, and nonprofit employment for South Berkeley residents
 7. Ensure South Berkeley's unemployed access to jobs in the rest of the City

IMPLEMENTATION STRATEGIES:

1. Under OED direction, place unemployed South Berkeley residents in jobs making City capital improvements under the direction of private contractors
2. Under OED direction, target available West Berkeley and Downtown jobs that could be occupied by unemployed South Berkeley residents through First Source agreements
3. Place unemployed South Berkeley residents in social service jobs that promote community safety and provide support services to working persons, including: police aides, childcare workers, health care workers, community organizers
4. Under OED direction, develop and implement a marketing strategy for South Berkeley that promotes business investment by South Berkeley and outside investors, while ensuring community participation in investment decisions and ownership. Redevelopment funds could be used to provide technical assistance for implementing marketing strategies

5. Develop and implement a revitalization plan for significant commercial locations in South Berkeley that incorporates public and private participation, OED participation, and Redevelopment funding for the reuse of vacant lots, building acquisition by small businesses, and assembly of loan funds for businesses
6. Under OED direction, create a Committee composed of South Berkeley residents and University staff to develop a job training and placement plan that targets South Berkeley residents for University employment

IX. COMMERCIAL AREAS: GOALS, POLICIES, AND IMPLEMENTATION STRATEGIES

(see pp. 61-67)

GOAL 1. STRENGTHEN SOUTH BERKELEY'S COMMERCIAL SECTOR WITHOUT DISPLACING EXISTING BUSINESSES

Many elements make up South Berkeley's distinctive character, among them a Black majority, a significant elderly population, many longtime residents and businesses. The present character of South Berkeley depends in large part upon these longtime residents and businesses. Economic development policy must make special efforts to strengthen South Berkeley commercial areas without displacing what is there now.

POLICY 1.1 Strengthen individual businesses currently in South Berkeley

This section discusses implementation strategies that assist individual businesses. Those implementation strategies under POLICY 2.2 will discuss ways of strengthening the overall commercial sector in South Berkeley.

1. Continue present programs of technical assistance

The Office of Economic Development is performing a much-needed information and referral service to businesspersons throughout Berkeley, and should continue doing so. It serves as a valuable troubleshooter for two types of businesses: first, for those businesses currently in Berkeley which may be having difficulty, for one reason or another, staying in Berkeley. These include the numerous corner stores that sell goods in small quantities to persons who do daily shopping and are conveniently located for those who cannot easily travel to a larger market.

Secondly, OED can help those South Berkeley businesses that wish to expand in Berkeley, often by helping to find appropriate commercial space, or by helping a business negotiate with various City departments. There is an additional overall benefit of goodwill: showing that Berkeley cares about the needs of the small businessperson. Redevelopment funding could be used to assist in loan packaging, purchase of property by individual businesses, assembly of loan funds for businesses.

2. Sponsor technical assistance workshops for local businesspersons

The current format for technical assistance is problem-solving through the Office of Economic Development. This can be effectively supplemented by workshops for local businesspersons.

3. Sponsor a Mentor Program to improve managerial skills

Often a key element in improving small business success is to concentrate on improving management and entrepreneurial skills. A Mentor program, in which successful businesspersons share their expertise with less experienced businesspersons, is one way of achieving this.

4. Assist businesses in preparing marketing plans

Many older businesses in South Berkeley do not have extensive marketing and publicity plans, and have survived by catering to a small, local clientele. If these businesses are to continue to survive in South Berkeley, they must develop more effective and larger scale marketing plans. Cooperative marketing plans, in which businesses collaborate on advertising content and share the costs, are particularly appropriate.

POLICY 1.2 Strengthen the overall business climate in South Berkeley

1. Streamline the zoning and permit process

The new C-1(SA) zoning reclassification has expanded the number of businesses which can locate in South Berkeley by administrative action rather than by public hearing. This helps simplify the permit process. It is still a cumbersome process, however. There is no "one stop shopping" for business permits. A business owner must typically go to several City departments, each with its own fees, processing procedures, and time schedules for application.

2. Rewrite the City's Zoning Ordinance

The City's Zoning Ordinance needs to be rewritten for accuracy, consistency, and ease of use.

3. Strengthen existing Merchant and Property Associations

The Merchant and Property Associations in South Berkeley can strongly and actively voice the business concerns of all South Berkeley businesses. The City should work with the existing Merchant and Property Associations to help expand the Associations' membership base and provide greater services to their members.

4. Reduce crime in South Berkeley commercial areas

Both the perception and the reality of crime in South Berkeley discourages patronage of the communities' businesses. A crime prevention program organized through the Merchants Associations would address this problem.

5. Encourage mixed-use developments

The C-1SA zoning reclassification encourages private developers to build mixed-use (mixed retail-residential) developments. The City should employ mixed-use scenarios in its development projects on City owned land. The Land Use Element of the South Berkeley Area Plan documents the historic

prevalence of mixed use development along the community's major commercial corridors. Mixed-use development is more appropriate in scale and character to South Berkeley than large single-use, either commercial or residential. Residents of mixed-use developments would themselves contribute to the local commercial market.

6. Seek a more attractive mix of usages that will encourage shoppers

There are several prominent types of businesses, including, for example, furniture stores and clothing stores, that are missing in South Berkeley. (This was previously discussed in the Market Areas section entitled Viable Businesses in South Berkeley). Filling these gaps would help to create a more well-rounded shopping district which would increase retail patronage.

Some office development is appropriate to South Berkeley's commercial mix, and to that extent, business service such as photocopying are needed to maintain and attract offices. However, the overall emphasis is upon attracting retail uses.

7. Improve City services in South Berkeley

South Berkeley commercial areas need more diligent street cleaning and garbage collection in order to maintain an attractive shopping area.

POLICY 1.3 Physically rehabilitate South Berkeley, both individual businesses and the existing infrastructure

All policies discussed thus far affect the financial strength, in a somewhat abstract sense of the term, of businesses. But businesses are also very tangible, and business strength is evidenced by the physical condition of individual buildings and the surrounding neighborhood.

1. Conduct a transportation study of South Berkeley

The Transportation Element of the South Berkeley Area Plan will identify transportation issues, areas for further study, and goals and policies. The element will examine circulation and parking issues particular to major commercial areas, including Sacramento Street and the Adeline-Alcatraz intersection. (See Transportation Report)

2. Assist businesses with the clean up of hazardous materials

Some South Berkeley businesses will be required to remove hazardous materials from their lots and buildings. Redevelopment funding could provide financial assistance when other monies are unavailable or are inadequate. (See Hazardous Materials Report)

3. Make improvements to South Berkeley's infrastructure

The list of needed infrastructure improvements includes: streets, sidewalks, median strips, lighting, landscaping, crosswalks, pedestrian walkways. Redevelopment funds could be used for this purpose when the needed infrastructure improvements are linked to building renovation at a specific site.

4. Provide financial assistance for commercial rehabilitation

Redevelopment funds could be used to provide loan packaging assistance for businesses seeking financing for building renovation.

POLICY 1.4. Retain capital in South Berkeley

Capital retention completes the cycle of neighborhood assistance, and ensures that the City's efforts in South Berkeley will benefit those currently residing there.

1. Encourage local ownership of businesses

Local ownership should be the cornerstone of South Berkeley Economic Development policy, for several reasons. Local ownership is a means towards keeping capital circulating within South Berkeley. It is also a means towards local accountability and empowerment, as many of those committed to South Berkeley have some economic stake in the neighborhood. Finally, South Berkeley is the only community remaining in Berkeley where Blacks are a majority. This is especially important as the City of Berkeley continues to lose its overall Black population. Redevelopment funds could be used to assist South Berkeley residents who are businesspersons to buy their own buildings, or to develop vacant lots or buildings as viable businesses.

2. Encourage lending institutions to stay and to locate in South Berkeley

Local lending institutions are extremely important, both as a convenience to South Berkeley residents and as a link between capital and local needs.

3. Encourage local businesses and lending institutions to invest in South Berkeley

The physical presence of lending institutions does relatively little good by itself; those institutions must be further encouraged to invest locally.

GOAL 2. ATTRACT NEW BUSINESSES TO SOUTH BERKELEY

The addition of new businesses will broaden and strengthen South Berkeley's commercial base, providing a better mix of local, community, and regional serving businesses. South Berkeley residents have identified the types of businesses that would best serve the community, including possible thematic developments.

POLICY 2.1 Continue and expand O.E.D.'s attraction strategies

1. Continue the current marketing campaign

The O.E.D.'s marketing campaign, described in the previous section of this report, should continue. Additional funding could be provided through Redevelopment.

2. Continue promotion of South Berkeley locations among local realtors

O.E.D. maintains close ties with local realtors, whenever appropriate promoting South Berkeley locations for businesses looking for space.

3. Continue promoting the Revolving Loan Fund and HUD 312 Funds

POLICY 2.2 Target desirable businesses for South Berkeley

1. Consider and decide upon possible thematic developments

One way to develop a commercial district is to unify it under a particular theme. This can give a greater sense of identity and purpose to a district. Two such themes have been discussed, by both staff and residents, for developments within South Berkeley. One is a home improvement theme, encompassing such possible usages as a furniture store, appliance store, contractors' offices, home improvement stores, used tool shops, and self-help resource centers. Also, an expansion of the successful tool lending library would fit well into this theme.

A second theme is a multicultural ethnic theme encompassing ethnic arts stores, ethnic restaurants, especially those with outdoor eating areas, a cultural center and museum, community plaza, annual festivals and other uses that support the multicultural character of the community.

Both of these themes build upon some of the strengths and present usages within South Berkeley, and both could serve to make South Berkeley a stronger reference point in the East Bay. Also, these two themes are not mutually exclusive; South Berkeley is large enough to accommodate both. For more discussion of thematic development, see the Open Space Element of the South Berkeley Area Plan.

2. Expand the list of targeted businesses to include the following:

Nighttime uses such as dinner/entertainment restaurants and supper clubs, bowling alleys, and video stores.

Neighborhood serving retail stores such as garden centers, newspaper/magazine stores, florist, shoe store, computer store, small scale food complexes, dress shops, children's clothing stores, bakery and catering business, card shop, variety store, supermarket, and ice cream parlors.

Repair and reuse stores such as tool repair, shoe repair, and appliance repair.

Local serving professional services.

Financial services such as a savings and loan association.

3. Attract worker-owned businesses

4. Attract businesses that will hire locally

5. Develop public-private partnership opportunities to attract businesses

POLICY 2.3 Develop connections between local businesses and the University of California

Many university towns have learned to use university resources to help local business development. Berkeley should aggressively pursue U.C. Berkeley expertise for commercial revitalization projects.

1. Involve UC Berkeley faculty, staff, and students in technical assistance workshops for local businesspersons
2. Involve UC Berkeley faculty, staff, and students in a Mentor program for local businesspersons that would stress entrepreneurial and management skills

POLICY 2.4 Promote mixed use, commercial, and/or residential projects on commercially zoned sites

1. Identify vacant lots and underutilized sites in commercial zones that might be appropriate for mixed use, commercial, and/or residential development
2. Give workshops for City staff, developers, and the public on the application of the C-1(SA) zoning ordinance
3. Create a mechanism for receiving input from applicants that will aid in further improving the zoning and building approval process

HOUSING ELEMENT

The Housing Element details housing conditions in South Berkeley and presents a set of recommendations for meeting the community's housing needs. The majority of South Berkeley's structures are in residential use. The major emphasis in the housing goals is on preserving housing affordability for both renters and homeowners.

IV. HOUSING CONDITIONS (see pp. 110-127)

- * The highest proportion of South Berkeley residential structures are single family homes, reflecting a City wide trend
- * A significant number of the City's triplexes and mixed use buildings are located in South Berkeley
- * From 1979 to 1985, somewhat less than one fifth of all new City wide residential construction occurred in South Berkeley, the majority of which was publicly assisted units. Two new South Berkeley publicly assisted housing projects are to be completed in 1988
- * Almost one half of Berkeley's community care facilities are located in South Berkeley

- * South Berkeley has served as a temporary location for housing homeless persons
- * South Berkeley's 1980 vacancy rate was somewhat higher than the City's as a whole, while South Berkeley contained half of the City's vacant residential buildings in 1986
- * In 1986 South Berkeley contained approximately one tenth of all City vacant lots
- * South Berkeley's housing stock is somewhat younger than the City wide housing stock, although the City's housing stock (including South Berkeley's units) is considerably older than Alameda County's housing stock
- * Most of South Berkeley's housing stock is fully equipped with telephones, kitchen, heating, and bathroom facilities. South Berkeley units evidence a lower percentage of centralized or room heaters than the City as a whole
- * Fourteen percent of South Berkeley's housing stock evidenced structural problems, indicating a significant need for rehabilitation
- * From 1983-85, the majority of South Berkeley permits were issued for additions and roofing work
- * A 1986 Redevelopment study found that the estimated expenditure for South Berkeley residential building permits was lower than the City average
- * South Berkeley housing units were the beneficiaries in just under half of all City assisted housing projects. Section 8 was the largest single program
- * South Berkeley was the major beneficiary of the Municipal Loan Program during the 1984-85 and 1985-86 Fiscal Years. Most loans were in the Emergency Repair Category
- * During the same two fiscal years, South Berkeley was the recipient of just under half of all loans disbursed through the Housing Rehabilitation Project
- * During the same two fiscal years, more than three quarters of all Rental Rehabilitation Project loans went to South Berkeley
- * Just under half of all Reverse Annuity Mortgages granted through a Community Development Block Grant (CDBG) project were issued to South Berkeley homeowners
- * The City has passed ordinances aimed at preserving the existing housing stock, expanding the rental housing stock, and extending existing state and federal non discrimination laws

- * Rent control serves to preserve affordable housing in Berkeley
- * Various subsidy programs, including Section 8, have worked to preserve affordable housing in South Berkeley
- * Elderly tenants and homeowners in Berkeley have benefitted from a home sharing program sponsored by the City
- * A tool lending library located in South Berkeley assists renters and homeowners in making repairs to their dwellings
- * The Residential Rental Inspection Program has assisted in upgrading rental units in South Berkeley
- * South Berkeley housing sales between 1983 and 1985 project escalating housing costs overall, although in the case of triplexes and mixed use dwellings, the average sales price dropped between 1983 and 1985
- * The significant number of estate sales in South Berkeley contribute to a serious Black population loss, given that a significant percentage of South Berkeley's elderly are Black
- * While City wide rents increased dramatically between 1950 and 1980, South Berkeley's rents remained relatively low when compared with the City as a whole

V. HOUSING ISSUES (see pp. 127-136)

- * From 1970 to 1980, there was a decrease in South Berkeley's family income, accompanied in two Tracts by a drop in moderate and higher income families
- * From 1970 to 1980, in four out of five South Berkeley Tracts the percentage of Very Low income Black families increased
- * From 1970 to 1980, there was a significant drop in South Berkeley's Black population, accompanied by a significant increase in South Berkeley's White and Other population (primarily Latino and Asian)
- * In 1980, almost one half of all South Berkeley homeowners had lived in their homes for thirty years or longer
- * South Berkeley's household size in 1980 was somewhat higher than the City wide average in four out of five Tracts
- * The incidence of crowding in South Berkeley dropped from 1970 to 1980
- * The number of owner occupied units in South Berkeley in comparison with rental units in 1980 was similar to the City's, with the former units representing almost 40% of all units

- * The largest percentage of renter occupied units in 1986 were one bedroom units, followed by two bedroom units
- * Five percent of Berkeley's rental units and 16% of South Berkeley's rental units are Section 8 units
- * More than one half of all Section 8 units in 1986 were located in South Berkeley. Tract 4240 contained the majority of Section 8 units in South Berkeley
- * More than one half of all Section 8 units in 1986 were two bedroom units
- * While contract rents in 1986 averaged 110% higher than Section 8 rents, contract rents for one bedroom units at a low and median rent level averaged 75% of Section 8 rents
- * From 1970 to 1980, South Berkeley lost almost twice as many Black occupied housing units as did the City at large, while experiencing a slight increase in White occupied housing units, even as the City underwent a loss of White occupied housing units
- * Almost one half of all mortgaged South Berkeley owner occupied housing units in 1980 spent more than 25% of their income on mortgage payments, while more than half of South Berkeley rental units in 1980 spent more than 25% of their income on rent
- * While South Berkeley has traditionally been a source for affordable housing, increased housing costs and the scarcity of rental units has priced many South Berkeley homes out of the range of low income renters and buyers
- * The significant decrease in South Berkeley's Black population that began in the 1970s is directly related to the rising costs of renter and owner occupied housing in this community
- * A significant number of South Berkeley homeowners are elderly persons, who require assistance in maintaining their homes, while elderly renters require assistance in finding affordable housing
- * Handicapped and disabled persons in South Berkeley have been the beneficiaries of City funded housing programs, although there exists an ongoing need for such programs and other measures to maintain affordable and accessible housing options in this community
- * South Berkeley has a significant percentage of single parents in need of affordable housing and creative solutions to living space needs

- * South Berkeley's average household size in 1980 exceeded that of the City at large, pointing to the existence of a significant group of large families whose housing needs include affordable and spacious dwellings
- * There is a significant number of homeless persons in Berkeley, a certain percentage of whom were South Berkeley residents at the point at which they lost their homes

VI. HOUSING PROJECTIONS (see pp. 136-139)

- * From 1980 to 2005, South Berkeley's household population is expected to drop by 5%, matching the projected changes in the City's overall housing population
- * During this same twenty five year period, the number of South Berkeley households is expected to increase, accompanied by a reduction of South Berkeley's household size. In 2005, the community's household size is still anticipated to exceed that projected for the City of Berkeley, although it is expected to be significantly less than that projected for Alameda County
- * The anticipated percentage increase in South Berkeley's average median household income from 1980 to 2005 matches that predicted for the City as a whole, although this figure is lower than the increase in median household income predicted for Alameda County
- * From 1980 to 2005, South Berkeley's average median household income is projected to be only 75% of the City of Berkeley's median household income, and drop from 66% to 63% of the County's, following a pattern of decreasing household income relative to the County's as the year 2005 approaches
- * South Berkeley's developed acreage is expected to remain constant from 1980 to 2005, while only 17 acres are projected to be available for residential development during this period. The acreage is located in Tract 4240 (South West and South Central Neighborhoods). The City is anticipated to have 27 developable residential acres available from 1980 to 2005
- * 1983 projections of Berkeley's housing needs for the period from 1980 to 1990 indicate a need for 1611 units, of which almost half are Very Low and Low income units
- * South Berkeley's projected average median family income for the period from 1980 to 1990 falls into the Very Low and Low income categories, implying a significant need for Very Low and Low income housing units

VII. HOUSING GOALS AND POLICIES (see pp. 139-142)

GOAL 1: ENSURE ACCESS TO AFFORDABLE HOUSING

This policy addresses the finding that South Berkeley residents are primarily in the low and moderate income bracket and thus in need of affordable rental housing and homeownership opportunities.

POLICY 1.1

Encourage non profit ownership of South Berkeley housing

POLICY 1.2

Increase the supply of three and four bedroom units to meet the housing needs of large families

POLICY 1.3

Continue City loan programs that benefit moderate and low income homeowners and landlords

POLICY 1.4

Require commercial developers to build affordable housing or make in lieu payments commensurate with the housing demand generated by new commercial projects

POLICY 1.5

Encourage use of creative financing techniques and home ownership options by local non profit organizations in the provision of affordable new housing and the rehabilitation of existing housing

POLICY 1.6

Assist tenants and others in becoming homeowners

GOAL 2: PRESERVE THE DIVERSITY OF SOUTH BERKELEY'S POPULATION

While South Berkeley has been one of the most diverse communities in Berkeley, this report's findings point to a significant loss of Black population, as well as the possible loss of other special needs housing groups due to the rising cost of housing.

POLICY 2.1

Seek funding for low income housing projects targeted towards special housing needs groups in the South Berkeley population

POLICY 2.2

Prioritize South Berkeley housing programs so as to minimize the loss of this community's special housing needs population

POLICY 2.3

Maintain current and comprehensive information regarding demographic changes and trends in Berkeley, particularly with regard to the loss of special housing needs groups

POLICY 2.4

Circulate information in South Berkeley regarding community housing services available to low and moderate income persons and other special housing needs groups

POLICY 2.5

Support the continuation of residential rent control and educate, assist, and protect both renters and owners in the exercise of their rights and in the fulfillment of their responsibilities

POLICY 2.6

Continue to participate with other Berkeley communities in seeking solutions to the problems of the homeless, with a particular emphasis on South Berkeley residents who become homeless. The provision of housing for the homeless should be diversified throughout the City

POLICY 2.7

Encourage the continuity of indigenous South Berkeley property ownership

GOAL 3: MAINTAIN AND EXPAND SOUTH BERKELEY'S HOUSING STOCK

This report found that a significant number of South Berkeley housing units require rehabilitation. In addition, there is a documented need for new construction of affordable housing.

POLICY 3.1

Prevent the loss of renter and owner occupied housing through demolition, long term vacancy, conversion to other uses, or vandalism

POLICY 3.2

Develop incentives and enforceable mechanisms for returning vacant and abandoned residential structures to the housing market

POLICY 3.3

Expand existing City funded housing rehabilitation programs to provide assistance to a larger number of units

POLICY 3.4

Develop voluntary programs for identifying historical South Berkeley residential structures and City loan and rehabilitation programs to assist in the preservation of these buildings

POLICY 3.5

Continue to evaluate the merits and cost effectiveness of mixed use development at the Ashby BART station, with a particular emphasis on affordable housing options

POLICY 3.6

Encourage mixed use development in South Berkeley along major commercial corridors

POLICY 3.7

Encourage the construction of new affordable housing units

POLICY 3.8

Encourage the construction of second units

GOAL 4: EXPAND THE ROLE OF SOUTH BERKELEY RESIDENTS AND COMMUNITY ORGANIZATIONS IN PLANNING FOR HOUSING CONSERVATION AND DEVELOPMENT

South Berkeley residents need to participate in defining planning policy for their community, particularly as it relates to housing, given that residential use is the largest land use category in South Berkeley.

POLICY 4.1

Encourage the involvement of South Berkeley residents and community organizations in planning and implementing housing programs

GOAL 5: IMPROVE THE RESIDENTIAL QUALITY OF LIFE

South Berkeley residents have identified certain community problems that have a direct bearing on residential life in the community.

POLICY 5.1

Take steps to rid the South Berkeley community of drugs and other illegal activities and explore sanctioning landlords who rent to drug dealers and users

VIII. HOUSING POLICY IMPLEMENTATION STRATEGIES (see pp. 142-148)

A. Housing Affordability

Strategy: Expand Ownership Opportunities

1. South Berkeley Neighborhood Development Corporation (SBNDNC)

The SBNDNC was established in December of 1986 to spearhead revitalization efforts in South Berkeley. A primary goal of this non profit community organization is to expand opportunities available to South Berkeley residents to obtain adequate low cost housing. This activity includes the construction, rehabilitation, and provision of affordable housing.

The SBNDNC can serve as a primary vehicle for implementing every policy outlined in this Housing Report, due to its broad scope of activities, its commitment to innovative programming and financing, and its broad membership base. Funding for the SBNDNC could derive from foundation grants and Redevelopment money.

The organization can serve as the source for community land banking, originate creative planning and financing for housing ventures, work with the City in providing technical assistance to landlords, tenants, and homeowners, serve as the developer for new housing construction, assume a major role in any development project that is implemented at the Ashby BART station, and provide information and assistance to renters.

2. Limited Equity Co-operatives (LECs)

A cooperative is a housing corporation mutually owned by all the resident shareholders. Coop owners earn the right of occupancy and a decision making role by purchasing shares in the co-op. A limited equity co-operative makes housing affordable by providing certain home ownership benefits, while restricting participants' returns on investments in order to assure continuing affordability for future co-op members. LECs would offer South Berkeley residents who could not otherwise afford it an opportunity to own their own homes in common with others.

3. Tenants' First Option to Purchase

A proposed City ordinance granting tenants in buildings of five or more units the first option to purchase would aid tenants in becoming homeowners. Apartment complexes could become limited equity cooperatives, ensuring continuing affordability. (This proposal is limited to buildings of five or more units in order to maximize the organizing and financing efforts that would be required to convert a building from renter to owner occupied).

4. Non Profit Ownership of Housing

Houses that are at risk of foreclosure could be withdrawn from the private housing market through the involvement of a non profit community

organization such as the South Berkeley Neighborhood Corporation (SBNDNC). Those homeowners who chose to participate could assign their mortgage to the SBNDNC, which would use government funds to retire the debt over time. These homes would never be mortgaged again but would be owned by the SBNDNC.

The family could remain in their home as long as they wished. Their housing costs would be vastly reduced, in exchange for their giving up the right to sell the home. Such a program would be particularly useful to a family facing foreclosure. Senior citizens could participate in a reverse annuity program similar to the one currently funded under CDBG, although in this case, the SBNDNC, rather than the bank, would own the house once the annuity's term expired.

Strategy: Increase Affordable Housing Stock

1. Coordination of Affordable Housing and Economic Development

All commercial projects in Berkeley should be analyzed for their potential housing impacts and potential mitigation measures. Major projects could be linked to required subsidized housing production or in lieu fees, with the goal of at least meeting the affordable housing demand generated by the project.

2. Redevelopment Funding for Housing Projects

Redevelopment funds could be used for affordable housing construction on vacant parcels through the Second Unit Program, a Mortgage Subsidy Program (tax exempt financing), and a Single Residency Occupancy (SRO) Building Housing Rehabilitation Program. Such activities could include: funding for non profit housing agencies, site acquisition, site preparation, and purchase subsidies.

Strategy: Maintain Existing Affordable Housing Stock

1. City Funded Housing Programs

Existing City loan and housing assistance programs should be maintained and expanded. A particular emphasis should be placed on housing programs which assist low and moderate income property owners in the construction and rehabilitation of rental units, as well as low and moderate income homeowners who require low cost assistance in complying with codes and making home improvements.

The existence of City housing assistance programs should be widely publicized in South Berkeley through satellite City offices and local community organizations. The City should identify staff persons who can assist property owners in completing the process for securing loans and other assistance.

B. Diversity Maintenance

Strategy: Maintain Affordable Rents and Assist Tenants and Landlords

1. Rent Control

Maintaining a socially and economically diverse community in South Berkeley is directly linked to the continuation of rent control. Moderate and low income renters in South Berkeley, the majority of whom are Black, require affordable rents in order to remain in Berkeley. South Berkeley's rents are among the most affordable in the City. Without rent control, it is likely that a significant number of Black families, disabled persons, single heads of households, and other members of special needs groups would be forced to seek low and moderate cost housing in another City.

Tenants need information regarding their rights and responsibilities, and access to housing counselors. This information and legal referrals should be made available through South Berkeley community organizations. Landlords require information regarding needed improvements in order to comply with building codes or to benefit tenants. Landlords also need information regarding the process for petitioning for rent increases.

The City Council should direct the City Manager to encourage landlords and tenants to utilize the Dispute Resolution Project in order to resolve problems that arise and to discourage lengthy and/or costly lawsuits. The City Council should encourage the Rent Stabilization Board to collect data on the issue of historically low rents and to provide any needed regulations to resolve inequities. The City Council should address some of the problems encountered by South Berkeley property owners since the passage of rent control and determine whether any such problems are appropriate subjects for amendment(s) to the Rent Control Ordinance.

Strategy: Housing Assistance Targeted to Specific Groups

1. Redevelopment Funding

Redevelopment funding could be used to maintain South Berkeley's population diversity through a non profit Reverse Annuity Program, and a Rental Housing Conversion (owner/renter/profit to non profit). Such activities could include: purchase subsidies, mortgage subsidies, funding for non profit housing agencies, site acquisition (land write down).

2. Assistance to Homeowners

The City should identify staff persons to assist South Berkeley homeowners who are interested in selling their homes regarding sales options, including the option of selling the home to a non profit housing organization.

3. Assistance to the Homeless

South Berkeley has assisted in alleviating the transient homeless problem by providing a temporary shelter that, during the six months of its operation, was capable of housing one hundred persons. While shelters provide a short term solution to the homeless problem, a long term approach is needed.

The provision of emergency shelter for South Berkeley residents who become homeless is of primary importance. This approach ensures that displaced residents find shelter within their own community, rather than having to relocate. The City should consider emergency shelter options in South Berkeley, specifically aimed at meeting the needs of South Berkeley's homeless.

Transitional housing for the homeless, also targeted towards displaced South Berkeley residents, would provide a more long term solution to the homeless problem. The City is currently investigating the feasibility of converting local older hotels and other residential buildings into transitional housing. This approach should be considered for South Berkeley.

One approach to transitional housing is to target the services towards certain groups within the homeless population that traditionally have a difficult time reestablishing themselves in a home. One such group is families. An experimental transitional house oriented towards the needs and concerns of parents and their children could be located in South Berkeley.

Further evaluation of such an approach is needed; the Health and Human Services Department of the City of Berkeley is currently assessing the feasibility of transitional housing. The success of such a program would require employment assistance and grants or loans to cover moving costs associated with securing permanent housing.

South Berkeley residents must be included in the decision making process regarding the location of emergency shelters and transitional housing in South Berkeley.

Strategy: Ensure Community's Access to Housing Services

1. Making Housing Services Accessible to the Community

Information regarding existing housing programs should be accessible to South Berkeley residents who may not seek the information outside of the community. Locations such as the South Berkeley Senior Center and South Berkeley satellite City offices, as well as local community organizations, should be utilized for such information distribution.

Strategy: Anticipate Demographic Changes that Affect Diversity Maintenance

1. Maintaining Demographic Information on the South Berkeley Community

In order to adequately assess to what extent certain population groups are leaving South Berkeley, it is necessary to maintain current data on demographic trends in the immediate community, Berkeley, and Alameda County. This data should be used in efforts to maintain a diverse South Berkeley population, including the development of affordable housing programs. Such data should remain current and never be more than two years old.

C. Maintenance and Expansion of South Berkeley's Housing Stock

Strategy: Preserve the Existing Housing Stock

1. Preventing the Loss of Existing Residential Units

Existing demolition and conversion controls need to be enforced in South Berkeley in order to prevent the loss of residential units. Vacant units could be restored to the housing market by means of the following: adoption of an ordinance that would declare vacant properties a nuisance and impose fines for continuing vacant status, ownership transfer of vacant properties to a non profit organization that would rehabilitate them and hold them in some form of cooperative ownership.

2. Redevelopment Funding

Existing City housing rehabilitation programs provide low cost funds to property owners for code violation housing repairs to either owner occupied or rental structures. Tenants must be moderate and low income.

These programs could be maintained, and possibly expanded, through the use of Redevelopment funds to include a Single and Multi Family Loan Program, as well as a SRO Building Acquisition and Rehabilitation Program. Activities could include: homeowner/rental property owner grants and low interest loans, funding for non profit housing agencies, and housing programs targeted to large families.

Redevelopment funding could also be used for restoring vacant properties to the housing market by means of a Rehabilitation Loan Program, Mortgage Subsidy Program (tax exempt financing), and a SRO Building Acquisition and Rehabilitation Program. Activities could include: purchase subsidies, rehabilitation grants/low interest loans to residential hotel owners, funding for non profit housing agencies, and mortgage subsidies.

3. Historic Preservation

South Berkeley contains some of the oldest neighborhoods in the City, with a number of homes dating back to the late 19th Century. An historical preservation program funded by the City would provide the necessary low interest loans or grants and the technical expertise to ensure that these structures survive. Such a program would have to be a voluntary one: South Berkeley residents must be able to choose whether or not to participate in an historical preservation effort and thereby retain control over the use and disposition of their property.

Strategy: Construct New Housing Units

1. Housing Development at the Ashby BART Station

South Berkeley residents must be full participants in the decision making process involving the use of the Ashby BART station for commercial and/or housing development.

2. Mixed Use Development

Mixed use development along major commercial corridors is both common and desirable in South Berkeley. The C-1(SA) Zoning Ordinance, adopted in February of 1987, is primarily aimed at encouraging locally serving mixed use development along Adeline Street, Sacramento Street, and Shattuck Avenue. Mixed use development consolidates and maximizes limited space, while providing residential units in close proximity to shopping.

3. In Fill Residential Development

Affordable housing units should be constructed on appropriate vacant lots in South Berkeley. Construction at these sites would not only provide additional units, but would also improve the general appearance of the community.

D. Public Participation in Planning for Housing Conservation and Development

Strategy: Encourage Direct Communication among City and Non Profit Housing Developers and the South Berkeley Community

1. Community Involvement in Housing Policy Decision Making

South Berkeley residents and local community organizations such as the South Berkeley Neighborhood Development Corporation (SBNDC) should be involved in housing policy decisions that affect this community. Regular communication between the SBNDC and the City will facilitate this process. Regular community meetings would disseminate information to the broader community. Site specific projects should be monitored by a committee composed of residents and other interested South Berkeley parties.

E. Quality of Residential Life

Strategy: Take Action to Stop Illegal Activities

1. Mechanisms to Compel the Eviction of Drug Dealers and Users and Others who Engage in Illegal Activities

The City should develop appropriate mechanisms for compelling landlords to evict drug dealers and users and other persons who engage in illegal activities. This effort should be carried out in cooperation with Neighborhood Watch Groups.

LAND USE ELEMENT

South Berkeley's primary land use is residential. Major goals of the Land Use Element include: the retention and development of affordable housing, the preservation of residential neighborhoods, and the revitalization of South Berkeley's commercial areas.

IV. LAND USE CHARACTERISTICS AND ISSUES (see pp. 216-225)

- * Most South Berkeley residents occupy single family dwellings
- * Two thirds of the South Berkeley community is zoned for multifamily dwellings
- * The greatest concentration of both single family and multifamily dwellings occurs in neighborhoods on either side of Sacramento Street
- * Adeline Street is the major commercial corridor in South Berkeley, incorporating a wide range of commercial establishments
- * Shattuck Avenue is undergoing significant land use changes, including the anticipated relocation of auto related uses
- * Sacramento Street is the focus of City sponsored revitalization efforts, with a particular focus on the 3000 Block
- * San Pablo Avenue has traditionally combined auto oriented and commercial uses with industrial uses. Significant land use changes are underway due to the conversion of vacant industrial space to retail and office use
- * Four percent of residential uses and 32% of commercial uses occur as mixed uses
- * Beauty and barber shops and antique stores are the predominant commercial mixed use
- * One unit residences are the most common mixed residential use
- * Adeline Street presents the greatest range and concentration of mixed uses in the South Berkeley community
- * More than 50% of all vacant lots are located on, or adjacent to, commercial corridors
- * Several vacant lots are owned by the City of Berkeley
- * Almost 50% of vacant buildings in South Berkeley are residential in use
- * Only 8% of vacant buildings have "For Sale" signs posted
- * South Berkeley's vacant buildings are in relatively good condition and would require only limited rehabilitation to make them occupable
- * More than 90% of buildings for sale are in residential use

- * There are a significant number of childcare centers and nursery schools in South Berkeley
- * There is a range of public facilities in the community
- * There are a significant number of churches in the community
- * Most of the open space/recreation uses are concentrated in the southern portion of the South Berkeley community
- * Given the need for additional housing in Berkeley, it is possible that the residential areas of South Berkeley will be more densely developed, thereby increasing traffic congestion and noise and making the community a less desirable place to live
- * Business growth and expansion in South Berkeley will have to be monitored for negative impacts, given the recent changes to the zoning regulations as an inducement to commercial enterprises
- * The potential impact of the development of the BART air rights needs to be thoroughly assessed
- * Clustering of mixed use developments should be encouraged to avoid adverse impacts on residential areas and the dispersion of commercial development

V. LAND USE ELEMENT: GOALS AND POLICY RECOMMENDATIONS (see pp. 226-229)

A. RESIDENTIAL USE

1. Preserve the character and quality of life of residential areas
2. Protect residential areas from traffic, parking, noise, litter, and odors generated by adjacent commercial uses and new development
3. Encourage new residential development in appropriate areas of the community
4. Preserve the lower density sections of the community
5. Regulate the expansion of nonresidential uses into residential areas to ensure compatibility of uses
6. Regulate density increases to achieve a desirable distribution of multifamily housing in the community

B. COMMERCIAL USE

1. GENERAL COMMERCIAL DISTRICT POLICIES

- 1.1 Encourage commercial uses that conform to established goals and objectives for the area

- 1.2 Regulate the site design and operation of commercial establishments to ensure their compatibility with adjacent residential areas, and with other adjacent commercial uses
- 1.3 Encourage commercial development to locate in clusters, rather than in a random pattern, along commercial corridors
- 1.4 Apply the provisions of the Design Review Ordinance to new construction and additions along the commercial corridors
- 1.5 Encourage commercial signage to conform to the scale of the surrounding district, with uniformity in design among signs along the same commercial corridor

2. ADELINE STREET COMMERCIAL POLICIES

GOAL: Provide both community and regional serving businesses, particularly encouraging those that provide employment and reflect the culture of the surrounding community

- 2.1 Encourage the location of both community and regional serving businesses
- 2.2 Promote a diversity of goods and services along Adeline Street
- 2.3 Identify a possible location for a cultural center for goods and services along Adeline Street
- 2.4 Establish a 3-story height limitation along Adeline Street
- 2.5 Implement the Revised Interim C-1 regulations for the General Commercial District
- 2.6 Encourage mixed use development along Adeline Street

3. SHATTUCK AVENUE COMMERCIAL POLICIES

GOAL: Provide an area of neighborhood and lower intensity community commercial uses between Dwight Way and Ashby Avenue, serving as a transition zone between the Downtown District and the neighborhood serving area south of Ashby Avenue

- 3.1 Expand the existing Economic Development Administration Title IX boundaries to include Shattuck Avenue south of Russell Street, in order to enhance the opportunities for Black owned businesses along the corridor
- 3.2 Reclassify Shattuck Avenue, between the south side of the corner parcels on Ashby Avenue and Prince Street, from C-1 to R-2
- 3.3 Require any office development on Shattuck Avenue south of Derby Street to provide a detailed analysis of potential parking and traffic impacts upon surrounding residential neighborhoods

- 3.4 Conduct a traffic study on Shattuck Avenue south of Ashby Avenue to identify measures to improve traffic flow
- 3.5 Encourage the establishment of additional parking controls on Shattuck Avenue south of Ashby Avenue
- 3.6 Encourage retail/residential mixed use development along Shattuck Avenue

4. SACRAMENTO STREET COMMERCIAL POLICIES

GOAL: Provide neighborhood serving commercial activity, primarily from Oregon Street to the Berkeley/Oakland boundary, encouraging medium density residential development along the remainder of the corridor

- 4.1 Promote a more concentrated pattern of commercial development within the Sacramento Street business district
- 4.2 Promote a diversity of goods and services along this corridor
- 4.3 Encourage the clustering of mixed use developments on Sacramento Street
- 4.4 Encourage the adoption of the recommendations of the Sacramento Street Facade Design Treatment Study as guidelines for the construction and improvement of Sacramento Street buildings

5. SAN PABLO AVENUE COMMERCIAL POLICIES

GOAL: Allow an auto-oriented commercial strip, encouraging the provision of higher density residential uses, with special emphasis on minimizing impacts upon the surrounding residential neighborhoods

- 5.1 Cluster commercial concentrations separated by high density residential development
- 5.2 Increase commercial zoning to include depth of block, in those areas in which to do so does not interfere with existing residences, to provide more development flexibility
- 5.3 Consider selective street closure to provide developable parcels and to protect adjacent residential areas
- 5.4 Continue coordination between the South Berkeley and West Berkeley Area Plan Committees in order to ensure a compatible approach to San Pablo Avenue planning efforts

C. MIXED USE

- 1.1 Encourage mixed use commercial and residential development where appropriate in the community
- 1.2 Regulate mixed use development to ensure compatibility with adjacent residential neighborhoods
- 1.3 Monitor businesses on the ground floor of mixed use buildings to ensure that these businesses do not expand into the residential portions of these buildings

D. TRANSITIONAL LAND USE

- 1.1 Residentially zoned vacant lots should be used exclusively for residential uses
- 1.2 Commercially zoned vacant lots should be used for either residential, commercial, or mixed use (commercial and residential use in one building or on one site), depending on the community's needs at that time and the nature of the project
- 1.3 Vacant South Berkeley lots should not be used for commuter parking lots for the Downtown or other areas of Berkeley
- 1.4 Vacant South Berkeley lots are appropriate for parking only if the parking serves neighboring residential and/or commercial uses
- 1.5 Rehabilitate vacant residential and commercial buildings and return them to active use

E. PUBLIC INSTITUTIONAL USE

- 1.1 Ensure the completion of the Black Repertory Group Theater as a cultural center and core commercial activity through continued City cooperation and funding
- 1.2 Whenever possible, locate public institutional uses on, or adjacent to, major arterials so that they are accessible to public transportation and will not impinge on surrounding residential areas
- 1.3 Whenever possible, maximize joint City/community planning and use of community facilities

F. OPEN SPACE/RECREATION USE

- 1.1 Encourage the development of vacant lots as community gardens

- 1.2 Encourage the development of mini parks and tot lots in South Berkeley's different neighborhoods
- 1.3 Develop those portions of the Santa Fe right of ways in South Berkeley that are inappropriate for housing as mini parks
- 1.4 Encourage the maintenance and supervision of parks, including program development

OPEN SPACE ELEMENT

The Open Space Element examines the existing South Berkeley park system and recreational facilities. The major objectives of the element include better integrating the open space system with the residential and commercial environment and enhancing existing parks, playgrounds, and recreation programs in South Berkeley.

II. SOUTH BERKELEY'S PARK SYSTEM (see pp. 239-241)

- * South Berkeley's parks consist of Citywide parks, tot lots, and mini-parks

III. PARK STANDARDS (see pp. 241-244)

- * South Berkeley contains 11% or 17 acres of park facilities, and yet contains 16% of the City's population
- * South Berkeley is generally better supplied with park facilities than most other areas of Berkeley, despite the fact that various indicators of open space demand demonstrate a need for more parks
- * South Berkeley's parks are generally well distributed throughout the community

IV. NONRECREATIONAL OPEN SPACE (see pp. 244-246)

- * Multi-family units lack adequate landscaping and planted open areas
- * The City's Zoning Ordinance's stipulation that individual balconies can satisfy up to 50% of the open space requirement for multi-family dwelling construction results in the provision of insufficient open space for the recreational needs of children
- * South Berkeley's commercial area lacks broad walking spaces and planted seating areas that would encourage pedestrian traffic

V. MISCELLANEOUS UNDEVELOPED OPEN SPACES (see p. 246)

- * The Santa Fe right of ways remain vacant eyesores which should be reused in ways that would be compatible with their location in residential neighborhoods

VI. OPEN SPACE GOALS (see pp. 246-250)

GOALS:

1.0 Enhance existing parks, playgrounds and recreation programs and encourage full community use of the South Berkeley parks system.

- 1.1 Establish a priority of allocating available park funds toward the enhancement/expansion of existing parks, rather than buying or building new parks, except as provided in 1.2 below.
- 1.2 Explore the possibility of buying land around Greg Brown to expand the park, and provide better surveillance of activities within the park.
- 1.3 Provide space and supervision at Grove Park for kids aged 6-12, including space for creative play and building things, and expansion of existing programs.
- 1.4 Provide better lawn maintenance at San Pablo Park, in order to keep the park grasses in a "green" state; and monitor soccer organizations and their activities to ensure that they leave minimal damage to the grasses.
- 1.5 Encourage better use of Greg Brown Center/Park, including the location of organized, regular outdoor activities, and use the Center building for a young children's program.
- 1.6 Establish older youth (14-21 years) activities/programs at San Pablo Park, including job fairs, visits and internships with City agencies and departments, craft classes and field trips.
- 1.7 Encourage the establishment of as many diverse activities as possible at San Pablo and Greg Brown Park (modeled similar to the wide variation at Grove Park), to promote maximum usage of these parks.
- 1.8 Create a capital improvements program for major repairs and improvements to South Berkeley parks.

2.0 Provide equal to access to parks for all residents.

- 2.1 Where possible, establish a park facility for South Berkeley, south of Ashby and west of Adeline Avenues, particularly for use by younger children.

3.0 Improve the appearance and use of commercial streetscape(s), to create a joyful and festive pedestrian-oriented multi-cultural commercial environment.

- 3.1 Establish a Revitalization Committee to create a sense of

partnership and participation between the City and the community, in reestablishing the vibrant spirit of the commercial streets and the multi-cultural commercial center. The work program of such a committee should include promoting an annual "Clean Up South Berkeley Day" and an annual program, in conjunction with local merchants, of painting and decorating building exteriors.

- 3.2 Explore new uses which emphasize pedestrian activity, for extraordinary street widths and parking areas of commercial corridors (e.g., Adeline Avenue, Sacramento Street).
- 3.3 Encourage the use of the street as a spontaneous, colorful shopping area by extending store activities out onto the street, and encourage physical improvements to emphasize the individual character of South Berkeley commercial corridors, such as: painting street crosswalks, installing bricks or tiles on streets and sidewalks.
- 3.4 Create more opportunities for pedestrian use of sidewalks that provide a transition from exterior open space to interior open space of commercial areas. The sidewalk areas should include landscaping that is coordinated with the neighborhood design. The consistent use of one species of tree along a street or block is encouraged. Paving materials may be varied but must create a pattern that is sensible in terms of cues for people who have visual impairment.
- 3.5 Brighten the retail strip to generate more confidence, investment and additional uses.
- 3.6 Establish public open spaces as a means of providing places for people to come together for community interaction and enlivening the pedestrian environment. These spaces should be wheelchair accessible, and located either along the sidewalk or the entrances should be visible from the street. Such amenities as artwork, patios with benches, fountains with nearby sitting areas, interior courtyards and roof plazas and gardens are encouraged. (See "Design Review Ordinance".)
- 3.7 Encourage the City Council to direct that landscaping be installed at the corners of major street intersections; and to engage in a program of establishing evergreen flowering shrubs along commercial streetfronts, to be maintained by businesses along these corridors. As part of the landscaping program, additional trees shall be planted in order to reduce the building and concrete intensity, buffer street noise, promote clean air, and soften the overall atmosphere by instilling a visual rhythm to the street.
- 3.8 Transform the commercial streets into an urban flowering garden by encouraging the merchants to establish (and maintain) flowering plants on such places as: window sills, doorways, on fire escapes and along the sidewalk.

- 3.9 Encourage the painting of buildings on a regular basis (i.e., every five years), using a pastel palette which enhances architectural detail; and the placement of continuous awnings, providing a colorful canopy which will tie the storefronts together, creating a greater sense of a unified commercial districts.
 - 3.10 Encourage development which recycles old non-residential buildings for new uses.
 - 3.11 The City should place more trash receptacles along the corridors.
 - 3.12 Encourage the location of businesses which encourage pedestrian activity, e.g., ice cream parlors, bakeries, sidewalk cafes, shoe repair, copy centers, to enhance the attractiveness and vitality of the street. (See Land Use Element.)
 - 3.13 Explore the use of banners for announcements such as South Berkeley (and city-wide) events, the opening of new businesses, etc.
 - 3.14 The BART Flea Market is recognized as vibrant, outdoor commercial activity which is consistent with the open space goals for commercial areas.
- 4.0 Create a visual gateway to South Berkeley.
- 4.1 Encourage the City Council to establish a design competition for urban design improvements/a gateway to South Berkeley, incorporating the "Lorin Town" heritage.
 - 4.2 Explore opportunities for locating a community-oriented museum in South Berkeley, showcasing the early history of the community as well as the past (and continuing) important events and achievements of the local citizenry.
- 5.0 Explore opportunities for creating private, common open space.
- 5.1 Encourage the City Council to direct the Parks Division to hold community workshops to explore ways to enhance the use of residential streets as open space resources.
 - 5.2 Amend the City's Zoning Ordinance to prohibit the use of individual balconies in calculating the provisions of usable open space for and multi-unit residential development which has the potential of housing children (0 to 18 years). Any such usable open space shall be oriented as common area(s), and shall be designed as a functional, integral part of the overall development.
 - 5.3 Direct the Codes and Inspection Division to track problems with abandoned cars, garbage, and other blighted conditions in vacant lots.

6.0 Return the vacant land along the abandoned Santa Fe Right-of-Way to active use.

6.1 Identify and examine the issues surrounding the status of the Santa Fe Right-of-Way, including a survey of surrounding residents to determine their preferences toward reuse, and determining whether the original owners were compensated by Santa Fe when the right-of-way was acquired. Any evaluation of options for reuse of this land should include:

- researching title, and the implications of realigning the right-of-way, returning the land to the adjacent properties, fee simple
- returning some of the land and keeping a public walkway through the center
- retaining some or all of the land for various public uses, including (possibly): public park, community garden(s), bike path, par course.

HISTORIC PRESERVATION ELEMENT

The Historic Preservation Element traces the origins and history of South Berkeley, and introduces the concept of neighborhood preservation as an approach to historic preservation in the community. The retention and enhancement of the existing population is stressed in conjunction with the preservation of historic structures.

I. HISTORICAL BACKGROUND (see pp. 254-259)

- * The village of Lorin was established in the late 1800s, with Shattuck Avenue and Adeline Street serving as major arteries
- * South Berkeley's community center at Adeline Street and Alcatraz Avenue was created as a major transportation nexus with five different train routes crossing the Lorin Station intersection in 1876
- * South Berkeley's population in the early 1900s was almost entirely white and predominately native-born
- * By 1940, a number of Black and Japanese immigrants had settled in South Berkeley
- * During the 1940s, Japanese and Japanese Americans in South Berkeley were forced to relocate to internment camps
- * During the 1940s, there was a major influx of Blacks to South Berkeley. The Black population increased steadily until by 1960, Blacks were in the majority in South Berkeley

II. PROMINENT ARCHITECTURAL STYLES IN SOUTH BERKELEY (see pp. 259-260)

- * About half of the Queen Anne, Italianate, and Stick-style Victoriana homes constructed from 1860-1910 in South Berkeley survive
- * Colonial Revivals and bungalows were constructed in the early 1900s, followed by California bungalows in the 1920s

III. NEIGHBORHOOD PRESERVATION (see pp. 260-261)

- * Neighborhood preservation defines the needs and concerns of people who use and occupy historic structures as integral to the historic preservation process
- * Neighborhood preservation allows the community to determine the historic value of its buildings, while recognizing that older structures are of value to the City as a whole

IV. LANDMARKS PRESERVATION ORDINANCE (see pp. 261-263)

- * The 1974 Landmarks Preservation Ordinance is designed to protect residential and commercial structures of historic merit from insensitive alteration, remodeling, or demolition
- * Five South Berkeley structures have been landmarked out of a total of 110 Berkeley landmarks

V. CURRENT PERSPECTIVES ON PRESERVING SOUTH BERKELEY'S HISTORY (see pp. 263-265)

- * The book Rehab Right, prepared by the City of Oakland, provides a useful guide for individuals interested in preserving historic structures at a reasonable cost
- * South Berkeley residents should be involved in the application of the Landmarks Preservation Ordinance to the community

VI. HISTORIC PRESERVATION: GOALS AND POLICIES (see pp. 265-267)

GOAL 1.0: Promote historic preservation in South Berkeley as one aspect of neighborhood preservation, linking the preservation of historic structures to the retention and enhancement of the existing community and its traditions and values.

- 1.1 Establish a South Berkeley Historic Preservation Committee to develop a set of criteria for landmarks designations and guidelines in the application of the Landmarks Ordinance which are oriented to the needs of the South Berkeley community. The Committee should be composed of members of the South Berkeley Neighborhood Development Corporation, the Landmarks Commission, the Planning Commission, the Board of Adjustments, South Berkeley

residents, business owners and architects, Berkeley Architectural Heritage Association members, and other appropriate persons. The South Berkeley Historic Preservation Committee should serve as an advisory body to the Landmarks Commission. Committee review of proposed landmarks, demolition or building alteration applications should include the input of the property owner. The grounds for appeal of any Landmarks Commission decision should include the recommendations of the South Berkeley Historic Preservation Committee.

Additional activities of the committee should include:

- a. developing a profile of South Berkeley's historic buildings, including general building types and specific structures. This profile should place these structures within the cultural and economic context in which they are currently used.
 - b. Develop a working document outlining the linkages between historic preservation and neighborhood preservation for use by the Landmarks Preservation Commission, the Berkeley Architectural Heritage Association, and any other organizations developed to promote historic preservation in South Berkeley
 - c. Define the relationship between historic preservation and neighborhood preservation in all reference guides that are developed to assist South Berkeley residents and property owners in identifying and rehabilitating historic structures
 - d. Evaluate proposals to landmark South Berkeley structures and rehabilitation guidelines applied to individual historic South Berkeley buildings in the context of promoting neighborhood preservation.
- 1.2 Amend the Landmarks Preservation Ordinance (LPO) to reflect existing community values. Specifically, the LPO should be amended to:
- a. include more specific criteria for designating landmarks, historic districts, and structures of merit
 - b. include a reference to the value of preserving neighborhoods, of which historic structures form one part. The LPO should include a separate section on neighborhood preservation explaining this concept and specifying historic rehabilitation standards sensitive to income considerations. This section should discuss the value of preserving structures that may be old but to not qualify for landmark designation

- c. draw distinctions between historic rehabilitation standards and historic restoration standards, and indicate where each standard is appropriate
 - d. specify historic rehabilitation standards as one component of neighborhood preservation. While the body of the document could present these standards at a more general level, there should be an appendix that lists the specific standards and provides drawings of details
- 1.3 Maintain the quality and affordability of existing structures in undergoing historic preservation efforts.
 - 1.4 Promote the usage of the booklet "Rehab Right", developed for the City of Oakland, for homeowner use during remodeling or renovation of buildings of historical significance. This booklet should be made available to the public at the City zoning and building permit offices, public libraries, hardware stores and other visible public places within the community.
 - 1.5 Regulate the site design and operation of commercial establishments through the Design Review process, to promote design compatibility with adjacent structures of historic value.

GOAL 2.0: Promote the historical value of the South Berkeley Community.

- 2.1 Explore the possibility of locating a community-oriented museum in South Berkeley, possibly at the old Wells Fargo Bank building or the Black Repertory Group Theater facility, providing a showcase and official archives for the early multi-cultural history of the community as well as past and continuing important events and achievements of the local citizenry.
- 2.2 Identify appropriate locations for historical markers, recognizing the multi-cultural background of the community, and highlighting sites, events and community leaders of historical significance.
- 2.3 Encourage the City Council to establish a design competition for urban design improvements/a gateway to South Berkeley, incorporating the "Lorin Town" heritage.
- 2.4 Approach the Bay Area Rapid Transit District Board, requesting that they rename the South Berkeley BART Station the "Lorin Station", in order to reflect the history of the South Berkeley community.

COMMUNITY RESOURCES ELEMENT

The Community Resources Element identifies South Berkeley's community resources network and recommends a number of approaches to filling service needs.

II. BACKGROUND (see pp. 270-271)

- * The recognition of the need for locally available South Berkeley community resources began during the 1960s with the Model Cities Program
- * The emergence of illegal and undesirable activities such as drug dealing and usage has necessitated the development of a range of community services

III. COMMUNITY RESOURCES NETWORK (see pp. 271-282)

- * The network of resources available in South Berkeley includes: health programs, City operated community service programs, community based service programs/centers, community childcare resources, community cultural resources, and community and neighborhood organizations

IV. AREAS FOR IMPROVEMENT IN COMMUNITY SERVICES (see pp. 282-284)

- * Youth, seniors, low income persons, and People of Color require improved access to health services and information in South Berkeley
- * There is an urgent need for the provision of emergency services within South Berkeley
- * There is a need for an increase in the provision of childcare services to low to moderate income families
- * The desirability of extending the lease of the Sacramento Street drug treatment program should be examined
- * Efforts must be focused on strengthening the individual, family, local economy, and the image and structure of South Berkeley

V. COMMUNITY RESOURCES: GOALS AND POLICIES (see pp. 284-288)

GOAL 1.0: Increase outreach to local area residents regarding health promotion and health services in South Berkeley.

- 1.1 Increase aware of the prevention and/or control of health afflictions with high incidence in the Black community, particularly hypertension and stress-related diseases, sickle cell anemia, and venereal disease(s). Information displays and posters regarding these health issues should be made prominent in senior and youth community centers, among the City-operated youth programs (YES and YAP), and within prominent gathering places within the community.

- 1.2 Increase outreach efforts regarding the importance of prenatal care, emphasizing the relationship between the lack of prenatal care and miscarriages, complications of the pregnancy, low birth weight and post-natal complications, and particularly, the high incidence of these occurrences within the Black community. Such efforts should include the participation of the school district, in order to maximize outreach to high school students (high risk pregnancies).
- 1.3 Increase outreach regarding drug and alcohol abuse prevention. Such an outreach effort should include conducting on-going drug and alcohol abuse prevention seminars; holding panel discussions and community workshops in conjunction with the school district, Police Department, local churches, youth programs and centers, and drug rehabilitation centers; and posting notices of meetings and informational posters and displays in community gathering places, schools, community and youth centers and bus shelters.
- 1.4 Increase awareness of the dangers of lung and other cancer, and other health issues impacted by cigarette smoking, highlighting the increase in advertising by the Tobacco Industry directed at the Black and Hispanic communities.
- 1.5 Conduct periodic, area-wide community health surveys, as a means of assessing the health needs of the community and of determining gaps in public health service delivery. Such a survey should be used to determine the community health service program for the affected City department(s).
- 1.6 Conduct residential safety checks, particularly for senior residents, in order to promote awareness of potential accidents around the home. The safety checks could be conducted (a) as part of the Police Department's Residential Safety Inspection Program, whereby residents requesting the inspection would have their homes checked for both burglar-proofing and accident-proofing, or (b) a City social service staff person would visit the site of a request for a safety check, again focusing upon potential accident hazards around the home.
- 1.7 In the event that a change in location is anticipated for any South Berkeley-focused health agency, ensure that priority is given to identifying a site in South Berkeley for any such relocation, in order to ensure maximum, continued access for local residents.

1.8 Encourage the expansion of the Alameda County "Health Care Van" Program, conducted through Fairmont Hospital in Oakland, with an increased emphasis upon targeting general South Berkeley locations, as well as sites frequented by the homeless.

1.9 Conduct study of the need for and feasibility of providing an emergency trauma center, or other appropriate alternatives for providing immediate response to medical emergencies, in a centralized location within South Berkeley, in any long-range health planning activities.

GOAL 2.0: Increase education regarding Acquired Immunity Deficiency Syndrome and AIDS-Related Complex, emphasizing prevention of the transmission of the virus through sexual relations and intravenous drug usage.

GOAL 3.0: Improve the emotional well-being and social education of the community, particularly among the youth and young adult population.

3.1 Promote violence prevention training and conflict resolution/ management among youth and young adults (14-35 years) within the South Berkeley community.

3.2 Promote the development of community mentors, that is, individuals who can provide a positive influence on others in the community, by training community leaders, church members and parents as indigenous health educators.

3.3 Utilize traditional gathering places (e.g., barber shops, beauty salons, community centers, doctors and dentists' offices, laundromats) for the placement of brochures, notices of seminars, etc., in order to maximize the potential audience.

3.4 Develop a consortium of local, inter-denominational churches in order to coordinate various community discussions on social issues, generate seed money for community consciousness-raising projects, and to provide a forum for exchanging information and concerns on City activities and issues in the community.

GOAL 4.0: Create an information referral center for all community resources within or regarding South Berkeley.

4.1 Identify a site in South Berkeley which could accommodate a display of all informational brochures on City programs, permit processes, and funding cycles when appropriate. Such a center should optimally be located within an existing City facility, and should provide general assistance for inquiries.

GOAL 5.0: Consider the supplementation of existing emergency food programs as among priorities in the allocation of Community Services or Community Development Block Grant(s) funds, as well as augmenting staff resources to continue to pursue other funding sources.

GOAL 6.0: Improve the provision of childcare services in South Berkeley, particularly for low-to-moderate income families.

6.1 Identify space(s) within South Berkeley which are suitable for the relocation of day care centers which are planned for displacement from Berkeley Public Schools sites.

6.2 Amend the City's Zoning Ordinance to allow home day care centers (12 children or less), subject to securing an Administrative Use Permit.

6.3 Require that childcare provisions be made in any new commercial or industrial development projects, either on-site or through contributions to a childcare services fund, similar to the City's Transportation Services Fee, as part of any mitigation measures to the impacts of such development.

GOAL 7.0: Create an active inter-agency network clearinghouse to improve communication regarding community resource delivery, monitoring of general activities; and potential collaboration for fundraising, community events, and sponsorships.

GOAL 8.0: Encourage stronger linkages between youth, adults and seniors among the South Berkeley population, in order to reduce inter-generational conflict and to promote role-modeling concepts.

GOAL 9.0: Develop emergency housing solutions to accommodate special needs within the South Berkeley community.

9.1 Continue to participate with other Berkeley communities in seeking solutions to the problems of the homeless, with a particular emphasis on South Berkeley residents who become homeless. The provision of housing for the homeless should be distributed geographically through the City.

9.2 Identify possible locations to establish a battered women's shelter in South Berkeley, particularly designed to address the needs of local area families.

GOAL 10.0: Encourage public and private efforts in the creation of a Multi-Cultural Center along the Adeline-Alcatraz corridor.

10.1 Encourage the location of businesses along the corridor which contribute to the cultural background of the South Berkeley community.

10.2 Explore opportunities for locating a community-oriented museum in South Berkeley, with a focus on sites along the Adeline-Alcatraz corridor, showcasing the early history of the community as well as the past (and continuing) important events and achievements of the local citizenry.

10.3 Encourage joint City sponsorship of South Berkeley community events, in order to lend additional public support to such efforts and to highlight the multi-cultural nature of the events. The promotion of these events could include large advertising banners to be strung across major street corridors.

10.4 Encourage full use of the new Black Repertory Group Theater facility, in order to further promote the facility as a community cultural center. The center should be used for local events and presentations whenever possible, in a manner which does not interfere with the scheduling of BRG activities.

TRANSPORTATION REPORT

The Transportation Report examines transportation issues in South Berkeley and defines areas for future study and improvement.

I. TRAFFIC FLOW (see pp. 289-290)

- * Ashby Avenue, Shattuck Avenue, Adeline Street, Sacramento Street, and San Pablo Avenue are sources of traffic flow problems

II. PARKING (see pp. 290-291)

- * There is concern among South Berkeley residents that economic development, particularly along Adeline Street, will produce a parking problem
- * Residents have identified abandoned vehicles and trucks parked in residential neighborhoods as two major problems

III. TRANSIT SERVICE (see p. 291)

- * South Berkeley residents, particularly those with mobility problems, require better east-west bus service and expanded paratransit options

IV. ASHBY BART STATION (see p. 291)

- * The BART station remains an island, isolated from the commercial and residential life of the community
- * The Ashby BART station draws commuters who compete for parking with residents from the surrounding neighborhoods

V. STREET IMPROVEMENTS (see p. 291)

- * Ashby Avenue and residential streets throughout South Berkeley require repaving, while both commercial and residential and commercial streets require sidewalk repaving

VI. STREETSCAPE/PEDESTRIAN AMENITIES (see p. 291)

- * There is a need for improved landscaping, lighting, and crosswalks at a number of South Berkeley intersections
- * Adeline Street and Sacramento Street discourage pedestrian use due to their width and traffic speed

VII. SAFETY CONCERNS (see p. 292)

- * A number of South Berkeley intersections pose safety problems, particularly for children

VIII. TRANSPORTATION GOALS, RECOMMENDED IMPROVEMENTS, AND AREAS FOR FURTHER STUDY (see pp. 293-298)

GOAL: REGULATE THE TRAFFIC FLOW ALONG SOUTH BERKELEY'S STREETS IN ORDER TO SLOW TRAFFIC TO THE SPEED LIMIT AND MINIMIZE USE OF RESIDENTIAL STREETS BY THROUGH TRAFFIC

Recommended Improvements Include:

1. Slow traffic along Ashby Avenue between Shattuck Avenue and San Pablo Avenue by using a combination of additional stoplights, stop signs and signal timing, and/or other approaches
2. Paint lane lines at the intersection of Ashby Avenue and Adeline Street
3. Prohibit left turns from Shattuck Avenue onto Ashby Avenue during rush hour
4. Prohibit parking along Shattuck Avenue between Ashby Avenue and Russell Street during rush hour
5. Enforce speed limits on Sacramento and Adeline Streets and on Ashby Avenue
6. Improve coordination of traffic signals at the intersection of Adeline Street and MLK Jr. Way

7. Explore closing off selected residential streets at their intersection with San Pablo Avenue between Dwight Way and the Oakland border to reduce traffic flow in the San Pablo neighborhood

8. Explore closing off selected residential streets at their intersection with Ashby Avenue and Adeline Street, from Stuart Street to the Berkeley/Oakland border

9. Design a system of traffic diverters to discourage traffic volume and speeding in the residential area between Shattuck Avenue and Adeline Street, from Stuart Street to the Oakland border

10. Take steps to compel Cal Trans to maintain and make needed improvements to Ashby Avenue (Highway 13)

11. Time stoplights along Alcatraz, Shattuck, Ashby, and San Pablo Avenues, Sacramento and Adeline Streets, and MLK Jr. Way to slow traffic to the speed limit and make it possible for a vehicle travelling at the speed limit to proceed through a series of green lights

12. Install a left turn signal light at the following intersections:

on Ashby Avenue at San Pablo Avenue,
north and southbound
on MLK Jr. Way at Dwight Way,
westbound

on Dwight Way at Sacramento
Street, west and eastbound
on MLK Jr. Way at Ashby
Avenue, north and southbound

GOAL: REQUIRE DEVELOPERS TO PROVIDE PARKING WITHIN THE CONTEXT OF ENCOURAGING ECONOMIC DEVELOPMENT IN SOUTH BERKELEY

Recommended Improvements Include:

1. Require developers to provide adequate customer, visitor, and employee parking for all commercial and residential development projects, including new construction and significant changes of use, on Shattuck Avenue especially between Dwight Way and Ashby Avenue, and on Adeline Street especially between Woolsey Street and the Berkeley/Oakland border

2. Parking required under #1 above must be located either on site, or within 300 feet of the site

3. Continue the 1,000 square foot parking exemption in South Berkeley's commercial areas

GOAL: ENFORCE EXISTING PARKING REGULATIONS IN SOUTH BERKELEY,
AND DEVELOP NEW PARKING REQUIREMENTS THAT PROTECT
RESIDENTIAL NEIGHBORHOODS AND MITIGATE THE NEGATIVE
PHYSICAL AND VISUAL IMPACTS OF PARKING LOT DEVELOPMENT

Recommended Improvements Include:

1. Enforce parking restrictions along Ashby Avenue west of MLK Jr. Way during rush hour and on the weekend when the flea market is in operation
2. Prohibit parking on Ashby Avenue between Shattuck Avenue and Adeline Street during rush hour
3. Develop measures to limit Ashby BART parking spillover into adjacent neighborhoods
4. Prohibit parking of commercial trucks weighing more than five tons in residential neighborhoods
5. Enforce regulations restricting automobile and motorcycle parking in the front yard
6. Implement a program to remove abandoned vehicles from South Berkeley's neighborhoods
7. Explore diagonal parking for Adeline Street
8. Prohibit the use of vacant lots in South Berkeley to satisfy the parking demands of other areas of the City
9. Prohibit the construction of parking lots and parking garages in South Berkeley that do not serve the residences or businesses within 300 feet of the proposed facility
10. Prohibit off street parking on the ground level within 20 feet of the street frontage of any property in a commercial zone

GOAL: IMPROVE TRANSIT AND PARATRANSIT OPPORTUNITIES FOR SOUTH
BERKELEY RESIDENTS

Recommended Improvements Include:

1. Maintain current paratransit options, and whenever possible, expand existing services
2. Pursue funding opportunities for paratransit and mini-buses
3. Negotiate with AC Transit to increase the number of east-west bus routes

4. Negotiate with AC Transit to add covered bus shelters with benches along major bus routes in South Berkeley. Ensure the longterm maintenance of these bus shelters
5. Negotiate with AC Transit to alter the route of the 88 line to circle the BART station. This would provide senior citizens who use this line frequently with greater access to the BART station
6. Work with AC Transit in assessing the feasibility of using mini-buses for east-west service to cover the area defined by San Pablo Avenue, Dwight Way, MLK Jr. Way, and Ashby Avenue

GOAL: DEVELOP MECHANISMS TO LINK THE ASHBY BART STATION TO THE REST OF THE SOUTH BERKELEY COMMUNITY

Recommended Improvements Include:

1. Landscaping, plazas, and visual improvements intended to integrate the station into the existing circulation pattern
2. Ensure that any development that occurs at the Ashby BART station meets increased parking demands
3. Develop mechanisms for increasing South Berkeley resident patronage of the Ashby BART station, without increasing the parking demand
4. Ensure that authorized users of the BART parking lot (e.g. Black Repertory Group) not compete with BART patrons' usage of the lot, through the development of shared parking agreements and the clarification of hours of usage

GOAL: IDENTIFY AND CARRY OUT NEEDED STREET IMPROVEMENTS

Recommended Improvements Include:

1. Reconstruct and repave Ashby Avenue, working with Cal Trans as the entity responsible for maintaining and repairing this major corridor
2. Implement existing repaving plans for South Berkeley's streets
3. Implement a street reconstruction and repaving program for those residential streets in South Berkeley that require improvements
4. Implement a sidewalk repair plan for identified commercial and residential streets

GOAL: IMPROVE STREETSCAPE/PEDESTRIAN AMENITIES IN SOUTH BERKELEY

Recommended Improvements Include:

1. Improve the landscaping and lighting and add benches along Adeline and Sacramento Streets, MLK Jr. Way, and Shattuck and San Pablo Avenues
2. Create a pedestrian walkway and sitting areas on Sacramento and Adeline Streets
3. Explore redesign options for Shattuck Avenue between Ward Street and Ashby Avenue (i.e. closing off Shattuck Avenue between Ward and Ashby) to reduce speeding on Shattuck Avenue, encourage through traffic to use Adeline Street, and prevent traffic encroachment on adjacent neighborhood streets. Redesign options should include parking and landscaping which shades at least 50% of the paved area
4. Require adequate landscaping to prevent heat build up and reduce the negative visual impact of all parking areas
5. Landscape all median strips and islands with interesting drought resistant plants that soften the concrete and enliven the environment
6. Minimize curb cuts on commercial corridors
7. Remove billboards from South Berkeley through negotiations with property owners, and by requiring their removal when permit applications for repairs or other changes are submitted to the Codes and Inspections Division
8. Explore urban design solutions to the traffic problems and lack of pedestrian access posed by Adeline Street, incorporating the following:
 - a) Support the South Berkeley Neighborhood Development Corporation's efforts to develop urban design options for Adeline Street
 - b) Urban design options should determine the appropriate level of traffic, increase pedestrian safety and accessibility, mitigate the traffic impacts on adjacent residential neighborhoods, and create a lively, well landscaped, streetscape
 - c) Ensure community business and residential input into design proposals through presentations and discussions at design workshops in South Berkeley
 - d) Integrate, if feasible, Adeline redesign plans into the joint EBMUD/Public Works Adeline Interceptor Project. This project will develop a major sewer line that will run the length of Adeline Street from the BART station to the Oakland border
9. Landscape planting strips that are too narrow to support street trees (e.g. 1400 Block of 67th Street). Landscaping should be drought resistant and nondestructive to concrete

GOAL: IDENTIFY AND REMEDY TRANSPORTATION SAFETY PROBLEMS

Recommended Improvements Include:

1. Evaluate and address safety problems at the following locations:

Ashby Avenue and Adeline Street	Ashby Avenue and Shattuck Avenue
Adeline Street, from Alcatraz	Ashby Avenue and King Street
Avenue to the Berkeley/Oakland	Sacramento Street and Ward
border	and Derby Streets
Ashby Avenue and San Pablo Avenue	Dwight Way and Sacramento Street

2. Carry out safety improvements at Ellis Street and Ashby Avenue

3. Repaint crosswalks with reflective paint at schools, the South Berkeley Senior Center, the South Berkeley YMCA, San Pablo Park, Grove Park, senior housing sites, tot lots, heavily used intersections, and other community facilities (See Open Space Element and Community Resources Element)

The following section delineates specific data that the South Berkeley Area Plan Committee would like included in the Citywide Transportation Plan. The Committee has recommended specific areas for further study that are linked to the implementation of the goals listed above.

RECOMMENDED AREAS FOR FURTHER STUDY:

A. Conduct level of service studies of the following South Berkeley intersections. The traffic level of service describes the quality of the driving experience at different traffic volumes (See Maps 1 and 2: 24 Hour Traffic Volumes):

Ashby Avenue and Adeline Street	Ashby Avenue and Shattuck Avenue
Ashby Avenue and MLK Jr. Way	Ashby Avenue and San Pablo
Dwight Way and San Pablo Avenue	Avenue
Adeline Street and Alcatraz Avenue	Dwight Way and Shattuck Avenue
Dwight Way and MLK Jr. Way	California Street and Alcatraz
Dwight Way and Sacramento Street	Avenue

B. Examine the transportation patterns of South Berkeley residents and workers, using origin-destination data and other data sources. Origin-destination data indicates where workers and residents are travelling to and from, providing information on work trips, non-work trips, and non-home based trips

C. Assess the impact on South Berkeley of the following future traffic improvements:

1. I-80/I-180 Operational Improvements Project, particularly as it might affect use of San Pablo Avenue: Caltrans plans to improve I-80 from the Bay Bridge Toll Plaza to the Carquinez Bridge.

2. Waterfront Specific Plan Proposed Circulation Improvements, particularly as these might affect use of San Pablo Avenue: The Waterfront Specific Plan puts forward several transportation improvements for both I-80 and adjacent local streets.
3. AC Transit Comprehensive Service Plan: AC Transit is preparing a route network designed for relatively direct travel between any two points of the system.
4. Transportation Policy Recommendations contained in the West Berkeley and Downtown Plans: Planners are currently preparing comprehensive area plans for West Berkeley and the Downtown. These plans will become amendments to the City's General Plan once they are adopted by the Berkeley City Council.
- D. Assess the potential traffic and parking impacts of economic development along Adeline Street, and especially between Fairview Street and the Berkeley/Oakland border
- E. Assess the potential traffic and parking impacts of economic development along Shattuck Avenue from Durant Avenue to the Berkeley/Oakland border, and especially between Dwight Way and Ashby Avenue: The relocation of existing auto uses from Shattuck Avenue to other Berkeley locations will leave vacant a number of large commercial sites along Shattuck Avenue that will be converted to other land uses.

INFRASTRUCTURE REPORT

The Infrastructure Report details the provision of public services to South Berkeley and presents a set of recommendations for improvements to the service delivery system.

II. SERVICES AND FACILITIES (see pp. 301-306)

- * A wide range of City services are provided to South Berkeley, including: fire and life protection, street sweeping, infrastructure repairs and maintenance, garbage collection
- * Assessment Districts are one available options for financing public improvements

III. INFRASTRUCTURE REPORT: GOALS AND POLICIES (see p. 307)

- 1.0 Maintain and/or improve public infrastructure facilities to optimum levels of service.
 - 1.1 Pursue implementation of South Berkeley street repairs as identified by the Public Works Department
 - 1.2 Pursue alternative funding mechanisms for major capital improvements, including bond financing, federal and state funds, limited assessment districts and the application of redevelopment area designations, where appropriate

- 1.3 Include the involvement of local residents, possibly through the South Berkeley Neighborhood Development Corporation, in the prioritization of street and sidewalk repairs
 - 1.4 Provide information to the community on the creation of assessment districts for public improvements; and identify possible mechanisms to assist low-income residents with payments of any public improvements assessments
 - 1.5 Ensure that the South Berkeley community is involved in the development of the Adeline Sewer Interceptor Project.
 - 1.6 Identify sites where sidewalks and curbs have encountered tree root damage and schedule repairs or pruning where appropriate. Further, include a list of tree which do not present a potential for root damage to public right-of-way, in any listing of appropriate trees for planting. Finally, prepare instructions to property owners on planting and maintenance methods which minimize potential root damage.
- 2.0 Increase visual and pedestrian amenities along public right-of-ways.
- 2.1 Improve landscaping, lighting and add benches along Adeline and Sacramento Streets, Martin Luther King, Jr. Way, and Shattuck and San Pablo Avenues
 - 2.2 Create a pedestrian walkway and sitting areas on Sacramento and Adeline Street
 - 2.3 Increase appropriate trees and shrubs planting along planting strips

HAZARDOUS MATERIALS REPORT

The Hazardous Materials Report provides an assessment of potential hazardous materials in South Berkeley, an overview of federal and state laws governing hazardous materials management, an overview of Berkeley's approach to handling hazardous materials, and policy recommendations and implementation strategies that relate to both South Berkeley and Citywide hazardous materials concerns.

ASSESSMENT OF POTENTIAL HAZARDOUS MATERIALS IN BERKELEY

II. TYPES OF USES (see pp. 311-315)

- * There are a variety of land uses in South Berkeley that include the use and/or disposal of potential hazardous materials, including: auto maintenance, dry cleaners/laundromats, beauty/barber shops, printing/publishing establishments, photo labs, and woodworking shops

- * Homes constructed prior to 1940 may have a heating oil tank buried on the property, while homes constructed after this date may pose hazards associated with amateur auto mechanics and photo developers
- * Vacant lots require research to determine prior land uses that may have involved the use and/or disposal of potential hazardous materials

III. HOUSEHOLD USE OF POTENTIAL HAZARDOUS MATERIALS (see p. 314)

- * Common cleaning products, paint products, and automotive products may pose hazards to households if not used and disposed of properly

IV. PESTICIDE, HERBICIDE, AND FERTILIZER USE (see p. 314)

- * Substances such as gardening products, pet products, and insect control products may be improperly used and/or disposed of

OVERVIEW OF FEDERAL AND STATE LAWS GOVERNING HAZARDOUS MATERIALS MANAGEMENT

II. & III. FEDERAL AND STATE LAWS (see pp. 316-319)

- * There exist a number of federal and state laws governing air and water pollution control standards, the use and disposal of pesticides, and the use, transportation, and disposal of hazardous materials

OVERVIEW OF BERKELEY'S CURRENT APPROACH TO HANDLING HAZARDOUS MATERIALS

II. HAZARDOUS MATERIALS DISCLOSURE PROGRAM (see p. 320)

- * The City adopted an ordinance in 1985 that requires that any business which handles hazardous materials to file an inventory of hazardous substances and an emergency response plan

III. REGULATION OF THE UNDERGROUND STORAGE OF HAZARDOUS SUBSTANCES (see p. 321)

- * A 1986 City ordinance requires that all businesses using underground tanks must complete a disclosure form, develop a monitoring program, and obtain an operating permit

IV. EMERGENCY RESPONSE CAPABILITY (see p. 321)

- * The City maintains a van that is equipped to hazardous materials releases on a twenty four hour basis

V. MEMORANDUM OF UNDERSTANDING WITH THE STATE (see p. 321)

- * Berkeley is considering negotiating a memorandum of understanding with the state that would invest the City with the authority to regulate and inspect hazardous waste generators

VI. EXISTING PROCEDURES FOR ASSESSING THE PRESENCE OF POTENTIAL HAZARDOUS SUBSTANCES (see p. 322)

- * The City lacks a systematic procedure for site review and risk assessment, relying instead on individual staff evaluations as the need arises

VII. CURRENT PROCEDURES FOR HANDLING HOUSEHOLD TOXIC MATERIALS (see pp. 322-323)

- * Household products that pose environmental hazards can be either recycled or disposed of at a designated waste disposal site
- * The City has made efforts to address the household toxic waste problem, including: adopting City ordinances requiring recycling, initiating a program for recycling waste oil, and participating in a "Toxics Away" Household Collections Day in 1987

VIII. EXISTING PROCEDURES FOR PEST MANAGEMENT (see p. 323)

- * The City and the Berkeley Unified School District have adopted a pest management policy that requires the submittal of pest management plans and restricts the use of pesticides

IX. COORDINATION OF HAZARDOUS MATERIALS MANAGEMENT WITH THE UNIVERSITY AND LAWRENCE BERKELEY LAB (see pp. 323-324)

- * The City lacks a formal agreement with the University of California at Berkeley and the Lawrence Berkeley Lab regarding joint hazardous materials management
- * The City hopes to work out a Memorandum of Understanding with both the University and the Lab that would result in shared technical assistance, particularly with regard to improving each party's emergency response capability

HAZARDOUS MATERIALS MANAGEMENT GOALS, POLICIES, AND
IMPLEMENTATION STRATEGIES

I. GOALS AND POLICIES

GOAL 1: IDENTIFY THE NATURE AND EXTENT OF HAZARDOUS MATERIALS USE,
STORAGE, AND DISPOSAL IN BERKELEY

This goal addresses the fact that comprehensive information is needed regarding the use of hazardous materials in Berkeley before the City can develop a hazardous materials management plan.

POLICY 1.1

Develop a Citywide land use data base accessible to all interested City departments and the public that identifies and locates hazardous materials use, storage, and disposal sites

POLICY 1.2

Ensure public disclosure of hazardous substances and their location in Berkeley

POLICY 1.3

Publicize information on the hazardous materials potential of common household products, pesticides, herbicides, and fertilizers, including the risks associated with the use and improper disposal of such products

GOAL 2: DEVELOP A COMPREHENSIVE HAZARDOUS MATERIALS MANAGEMENT PLAN

This goal speaks to the necessity for standardized procedures for managing hazardous materials in Berkeley, given that Berkeley intends to assume a primary role in regulating hazardous substances in this City.

POLICY 2.1

Develop standard protocols for testing and monitoring sites for the presence of hazardous substances, and explicit City guidelines governing hazardous materials site assessment

POLICY 2.2

Improve the City's internal hazardous materials review process, including the establishment of: timelines, explicit criteria for requiring either an informal or formal review, the components of the review process, risk assessment measures, and other standards as may be necessary

POLICY 2.3

Pursue funding sources at a federal, state, and local level for the removal of hazardous wastes from sites in the City of Berkeley

POLICY 2.4

Develop an emergency response and information sharing network with other jurisdictions and parties, including: the State Department of Health, the Regional Water Quality Board, the Solid Waste Board, the University of California at Berkeley, Lawrence Berkeley Lab, and other authorities

POLICY 2.5

Provide information to the public on legal and safe means of disposing of household hazardous materials and pesticides, herbicides, and fertilizers

POLICY 2.6

Develop procedures for ensuring the safe disposal of household hazardous materials and pesticides, herbicides, and fertilizers

POLICY 2.7

Publicize the use and application of alternative household products and organic pest controls

POLICY 2.8

Work with Small Quantity Generators (SQGs) in developing a method to encourage SQGs to properly dispose of hazardous materials

II. IMPLEMENTATION STRATEGIES

A. Identify Hazardous Materials Usage in Berkeley

1. Conduct a comprehensive land use survey of the City, focused on the use, storage, and disposal of hazardous materials. Such a survey would build on the data collected for West and South Berkeley, as well as on the information collected from the City required hazardous materials disclosure forms. The survey would establish a land use history for those sites that might be in any way linked to the use of hazardous materials. The data base would be accessible to all City Departments concerned with hazardous materials, as well as to the public.

2. Require hazardous substance and/or waste disclosure upon the sale or transfer of property in Berkeley.

3. Publicize the existence of City ordinances and regulations that require disclosure of hazardous materials. Make the non confidential portions of disclosure forms accessible to the public.

4. Publish and disseminate a comprehensive list of common household products and pesticides, herbicides, and fertilizers, identifying their chemical contents and associated health and environmental hazards.

B. Develop a Hazardous Waste Management Plan

1. Develop a risk assessment system that would be used to identify those sites that require testing for the presence of hazardous materials, as well as those types of projects that might be hazardous substance generators.
2. Develop an internal review process and reasonable timelines. Provide an initial informal review of all projects that require a hazardous materials assessment. A review session could be conducted once a week and be attended by a representative from all concerned departments. Projects and sites would be initially evaluated: those deemed to be of low risk for hazardous materials could be processed immediately, while those deemed to be higher risk could be routed through a formal review process.
3. Take an active role in informing SQGs of their obligation to properly dispose of their hazardous wastes, and assist in establishing a voluntary business collection program with a discounted disposal cost.
4. Coordinate the information sharing, review process, and emergency response network between the Environmental Health Division, the Codes and Inspections Division, the Zoning Division, the Fire and Police Departments, the Legal Department, and other divisions and departments of the City of Berkeley.
5. Improve coordination between City departments and the State Department of Health, the Regional Water Quality Board, the Solid Waste Board, the University of California at Berkeley, the Lawrence Berkeley Lab, and other authorities.
6. Identify and assess those funding sources available for toxic waste clean up for sites in Berkeley, and in particular, those sites that are ineligible for Superfund monies.
7. Publicize the existence and types of alternative household products and organic pest controls through the City Manager's annual letter to Berkeley residents, and other media.
8. Encourage the public's use of the Dispute Resolution Board for the resolution of conflicts between neighbors arising from the use of pesticides and/or the improper disposal of household hazardous materials and pesticides, herbicides, and fertilizers.
9. Explore options for City regulation of the use of pesticides, herbicides, and fertilizers by the public.
10. Organize on an annual or semi annual basis a "Toxics Away" Household Collections Day, using as a model the first "Toxics Away" Day in 1987 organized by the Association of Bay Area Governments (ABAG). Efforts should be made to ensure the event's accessibility to those persons, such as senior citizens, who may experience difficulty in participating.

11. Work with businesses and residents of South Berkeley to ensure that the required clean up of hazardous materials does not place an undue financial hardship on these parties, and so as to minimize the disruption of business activity.

12. Work with the University of California at Berkeley and the Lawrence Berkeley Lab in encouraging their compliance with state and local hazardous materials regulations.

DEMOGRAPHICS REPORT

The Demographics Report presents a demographic profile of the South Berkeley community. The data is drawn from the 1940-80 Census of Population and Housing.

III. CHARACTERISTICS OF THE POPULATION (see pp. 329-333)

- * In 1980, South Berkeley contained 16% of the City's population
- * There was a 15% population drop between 1970 and 1980 in South Berkeley
- * Black persons represented 68% of the South Berkeley population in 1980. The next largest group was White persons (25%)
- * From 1940 to 1950, there was a sharp increase in the population, particularly among Black persons, while from 1950 to 1960, there were population shifts between different ethnic groups and an increase in the Black population. From 1960 to 1980, there was an overall Black population loss in South Berkeley, while the White population increased significantly in several Census Tracts
- * The 1980 South Berkeley population was concentrated in the 25-34 age range
- * From 1970 to 1980, there was a reduction in the community's younger population, and an increase in the middle aged and older population
- * The largest group of South Berkeley households in 1980 was one person households
- * From 1970 to 1980, there was a drop in the average household size
- * In 1980, there were a significant number of female headed families in South Berkeley

IV. EMPLOYMENT (see pp. 333-338)

- * In 1980, South Berkeley had a lower labor force participation rate and a significantly higher unemployment rate than the City's

- * Black South Berkeley residents had lower labor force participation rates and higher unemployment rates than did White South Berkeley residents
- * From 1970 to 1980, South Berkeley's labor force participation rates fell, while unemployment rates rose
- * The major occupation held by South Berkeley residents in 1980 was administrative services, which includes clerical work
- * From 1970 to 1980, there was an increase in the fields of sales, management, and farm work
- * From 1970 to 1980, there was a significant increase in the percentage of Black sales workers
- * South Berkeley residents in 1980 evidenced a clear lack of access to higher education
- * There was marked differential access to college between the Black and White South Berkeley population in 1980. The latter group had significantly greater access than did the former
- * From 1970 to 1980, there was an increase in the number of South Berkeley residents, both Black and White, attending and completing college

V. INCOME/INCOME ASSISTANCE (see pp. 338-341)

- * In 1980, South Berkeley's family income was significantly lower than that of the City at large
- * When broken down by ethnic group, no group's mean family income equalled or surpassed the City's mean family income. Asians registered the highest mean family income
- * From 1970 to 1980, real median family income dropped significantly in South Berkeley
- * In 1980, 21% of South Berkeley households received public assistance, compared with 10% of all Berkeley households, while 6% more South Berkeley households collected Social Security than did households in the City at large
- * In 1980, the number of South Berkeley persons living in poverty was 2% higher than for persons in the City at large, while the number of families living in poverty was 29% higher in South Berkeley than in the City at large. Female headed families in poverty in South Berkeley represented 11% of all families in that community, while only 2% of all Berkeley families were female headed and living in poverty



- * The percentage of Black persons living in poverty in South Berkeley was equal to that for Black persons in the City at large, and 1% higher than that for Berkeley's general population
- * From 1970 to 1980, there was a drop in the percentage of South Berkeley persons living in poverty, although there was an increase in the percentage of families living in poverty
- * From 1970 to 1980, there was a decrease in the number of Black persons and families living in poverty. Within those families in poverty, there was an increase in the number of families headed by women

VI. ADDENDUM: 1986 SOUTH BERKELEY HOUSING SURVEY (see pp. 341-342)

- * The 1986 Housing Survey differed from the 1980 Census findings only in the 1986 Survey's higher figures for high school completion
- * A low percentage of the 1986 Survey respondents had used available Berkeley job training programs